

**A 12- MONTH ANALYSIS OF TYPES, SOURCES AND CONTENT OF
FAMILY PLANNING ISSUES IN SELECTED NATIONAL
NIGERIAN NEWSPAPERS**

BY

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DEDICATION

This research work is dedicated to the Almighty God who has always led and directed me in my academic pursuits and in my desire to acquire more knowledge. Our help comes from the Lord who made heaven and earth.

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ABSTRACT

Newspapers serve as veritable means of disseminating information, including Family Planning (FP) to a variety of audience. High prevalence of maternal mortality is being linked with inadequate information on FP issues in Nigeria. However, there is dearth of research based information on FP issues reported in Nigerian newspapers. This study was therefore designed to assess the types, sources and depth of reporting of FP issues covered in selected nationally circulated Nigerian newspapers in the year 2010.

Six widely circulated national newspapers (The Guardian, The Punch, Vanguard, The Daily Sun, Nigerian Tribune and ThisDay) were purposively selected. All FP-related articles including abortion, Exclusive Breast Feeding (EBF) and use of contraceptives in the selected newspapers from 1st January to 31st December, 2010 were reviewed. The procedure involved examining FP issues using a content review guide, which includes type of issue reported, placement of article (either on the front page or inside page), demographic focus, reporting tone, depth of reporting and source of information. Reporting tone was classified as positive, when it is promoting FP, negative when it is discouraging and neutral (neither promoting nor discouraging FP). Depth of reporting was measured on a 30-point scale. Articles with scores ≥ 21 , 16-20 and 0-15 were classified as “adequate”, “moderate” and “inadequate” depth of reporting. Key informant interviews (KII) were conducted among 5 editors, 10 Health correspondents, and 8 reporters of the newspapers, on policies and organizational decisions that influence reporting of FP issues. Descriptive statistics, Chi-square test and ANOVA were used to analyse quantitative data, while KII were analysed using the thematic approach.

A total of 108 FP articles were reviewed. The proportion of FP related articles in Vanguard, The Punch, Nigerian Tribune, The Guardian, ThisDay and Daily Sun newspapers were 26.9%, 24.1%, 17.6%, 13.0%, 11.0%, and 7.4% respectively. Abortion (35.2%) was most reported; while the least were EBF (0.9%) and vasectomy (0.9%). Majority of the articles (98.1%) were placed on inside pages, and only 1.9% on the front pages. The general public (71.3%) constituted the main demographic focus, while religious leaders (0.9%) were the least. The articles that were adequate, moderate and inadequate in terms of depth of reporting were 53.3%, 25.9% and 15.7% respectively. The proportion of articles that had positive,

negative and neutral tones were 56.5%, 29.6% and 13.9% respectively. The news reporters constituted the highest (28.0%) source of information on FP issues reported while policy makers were the lowest (0.9%) source. The decision on family planning publication was guided by the choice of the editor and the public health importance of the news. Most of the editors, reporters and correspondents were of the view that FP programme implementers should buy space in their newspapers to increase the opportunity for more featuring of their products and services.

Natural and irreversible types of family were not adequately reported in the selected newspapers. Family planning programme implementers should collaborate with print journalists and advocate for more space for family planning issues with print media organizations for robust reporting.

Keywords: Media, Content, Family Planning, Nigerian newspapers

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CHIDINMA EMMA UKOHA

CERTIFICATION

I certify that this project was carried out by Chidinma Emma UKOHA in the Department of Health Promotion and Education, Faculty of Public Health, College of Medicine, University of Ibadan Nigeria.

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LISTS OF ABBREVIATIONS

APHA	–	American Public Health Association
ARSC	–	African Regional Sexuality Resource Centre
AIDS	–	Acquired Immune Deficiency Syndrome
FHI	–	Family Health International
HIV	–	Human Immuno deficiency Virus
IUD	–	Intra Uterine Device
MDG	–	Millennium development Goals
NASW	–	National Association of Science Writers
NDHS	–	Nigeria Demographic and Health Survey
NPC	–	National Population Commission
PRB	–	Population Reference Bureau
PSA	–	Public Service Announcement
SPSS	–	Statistical Package for Social Science
UI/UCH	–	University of Ibadan/University College Hospital
WHO	–	World Health Organization

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CHAPTER ONE

INTRODUCTION

Background of the study

Media coverage of Health issues is essential to influencing the public, key political figures and health providers (Bullimore, 1999). The role of the media includes informing the public of risk, shaping expectations, defining cultural attitudes towards health and driving debate. Additionally, the media serves to generate pressure and influence the political agenda, policy development, accountability, quality improvement, funding and research (Stryker, 2002). Study has shown that positive coverage increases health-care utilization (Schwartz & Woloshin, 2004) and the media can also have a positive effect in public health campaigns that are based on behavioural-change models and involve community activities (Donova and Henley, 2003).

Family planning is an important part of efforts to improve infant and child survival. Delaying and spacing births helps women bear children during their healthiest years and enables them to have their desired number of children. International health experts now believe that the healthiest interval between a woman's previous birth and her new pregnancy is at least two years. By preventing closely spaced births, family planning could save the lives of more than 2 million infants and children annually. To reduce infants' health risks, health experts recommend the following: After a live birth, women should wait at least two years, but not more than five years, before trying to become pregnant again. After a miscarriage or induced abortion, women should wait at least six months before trying to become pregnant again (Shea, 2005).

The overarching strategy of successful family planning programmes is to make contraceptive methods as accessible as possible to clients in a good-quality, reliable fashion. This includes offering a wide range of affordable contraceptive methods, making services widely accessible through multiple service delivery channels, making sure potential clients know about services,

following evidence-based technical guidance that promotes access and quality, and providing client centered services (Neeru Gupta, Charles Katende & Ruth Bessinger, 2003).

To make informed choices about family planning, women and men need accurate information and the media can play a pivotal role in this regard. Family planning and population issues often have powerful demographic, economic, social, and environmental consequences that make them newsworthy. Because the mass media are fairly widespread in Nigeria, they are an important vehicle for disseminating information about family planning to this large population.

News coverage can inform people about Family Planning choices and help them ask providers questions. Print media coverage is equally important in engaging policy maker's attention and earning opinion leaders support. Nigeria has more than 31 daily newspapers, 81 radio transmitters, and 61 television transmitters. Nigeria is also a well-recognized economic and political force in Africa, and, with a population of 140 million people, it is the most populous nation on the African continent (Population Reference Bureau, PRB 2004). There is an urgent need to strengthen the dissemination of family planning messages and information for increased contraceptive uptake through the print media. Thus helping the print media cover family planning fully and accurately merits the efforts of every family planning programme.

Working with the print media is important because news coverage is often people's first source of new information. Also, newspapers coverage helps confirm and reinforce the information that people receive about family planning programmes from other sources, such as entertainment programmes, brochures, field workers, family members, and friends (Hubley, 1993). The rise of an independent press and increasing literacy rates in Nigeria, offer new opportunities for family planning messages to inform the public and reach opinion leaders (Piotrow, Treiman, Rimon, Yun & Lozare, 1994).

Although one in ten women read newspapers weekly compared with three in ten men in Nigeria, also the last National Demographic Health Survey indicated that only 9% of women could recount reading about family planning in Newspaper/magazine. Women and men living in urban areas are much more likely to be exposed to the print media. The portion of non-exposure to any media at least once in a week increases with age for both men and

women (National Demographic Health Survey, NDHS 2008). The need to exploit the enormous resources of newspapers, as vehicles for facilitating literacy empowerment among literate communities and rural communities using local and community newspapers on Family Planning promotion in the Nigerian polity for optimal uptake is necessary.

To investigate the content of family planning in the print media, a content analysis approach, a valuable tool in answering mass media questions is used. Kerlinger (2000) cited in Wimmer and Dominick (2004) defines content analysis as a “method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables”. For communication researches, content analysis involves identifying and examining messages contained in a text (Neuendorf, 2002). This research is based on the content analysis of selected Nigerian Newspapers over a specified time. Newspapers were chosen out of the available media for Family Planning News Reported, because of their high frequency on publication and permanence, which makes them excellent documentary sources for content analysis research.

Problem Statement

Family planning allows individuals and couples to anticipate and attain their desired number of children and the spacing and timing of their births (WHO 2012). An estimated 137 million women worldwide have an unmet need for family planning; they are not using any method and report that they want to avoid a pregnancy (Population Reference Bureau Reports, PRB 2008). To reach these women, and save additional lives, governments and donors need to focus more attention and commit more resources to family planning programmes. Over the last decade, however, family planning programmes in many countries has lost focus amid shifts in international health and development priorities. Policymakers have turned their attention to other issues such as HIV/AIDS, infectious diseases, and alleviating persistent poverty. As a result, family planning programmes are struggling at a time when universal access to family planning could contribute to increasing access to family planning information and services.

The last population census puts the Nigeria's population at 140, 000,000 (National Population Commission NPC, 2006). Fertility in Nigeria has remained at a high level over the last 17 years from 5.9 births per woman in 1991 to 5.7 births in 2008. On average, rural women are having two children more than urban women (6.3 and 4.7 children, respectively) (National Demographic Health Survey, NDHS 2008). This is hardly surprising as report from (National Demographic Health Survey, NDHS (2008) has shown that Nationwide, around 20% of girls are married by age 15 and 40% by age 18. 13% of married women use FP; only 8% are using a modern method. Also about 50% of women nationwide and 70% of women in the North give birth before age 20. Population growth in Nigeria appears to be largely due to frequent childbearing or high fertility which also seems to correspond with a large unmet need for Family Planning (FP) (Ashword Lori, 2003).

Thus, If access to family planning services was increased through proper media promotion, this unmet need could be met, therefore slowing population growth and reducing the costs of meeting the MDGs. This can be achieved using national and local newspapers platform which offers tremendous opportunity for both urban and rural women to have access to prompt information on family planning services (Tunde Segun, 2009).

In Nigeria, women still have, on the average, about 6 children each, and surveys show that the unmet need for FP services is high (17 percent of married women of reproductive age want to space or limit births but are not currently using any method of family planning). If access to family planning services was increased, through quality reporting in both National and local newspapers, this unmet need could be met, therefore slowing population growth and reducing the costs of meeting the MDGs (Tunde Segun, 2009).

Mass media campaigns are designed to educate people on the benefits of Family Planning and Newspapers are positioned to serve as potent source of information on Family Planning. Unfortunately most programme managers of Family Planning programmes think that the print media should give them unquestioned coverage, support and endorsement because they are providing good services.

This situation is becoming more challenging as many journalists, however, know little about family planning, and other topics compete for their time and attention. Few journalists specialize in family planning or reproductive health and most face tight deadlines, constant pressure, and difficult working conditions (Beamish and Vella, 1993). Journalists when interviewed described the challenges of balancing their responsibility to raise awareness of potential health threats with not unnecessarily arousing fear amongst the public.

Family planning organizations can help journalists identify newsworthy topics, obtain access to sources, and prepare interesting stories; these activities benefit both the journalists and the organizations themselves to generate more coverage and more accurate reporting. This should be done in a consistent manner that would ensure the supply of useful, factual and timely information to the population for up scaling family planning use.

Justification

Very few studies have analyzed the content of Newspapers in respect to Family Planning articles, features, opinions and editorials, cartoons, etc. Laar (2008) in a content analysis of family planning, abortion and HIV in Ghanaian Print media, a widely circulated Ghanaian print since 1950 showed that coverage of the four Reproductive Health (RH) issues was incredibly poor, percentage coverage <1; considerable portion of the RH news were not enhanced with pictures, most of them were relegated to the middle pages. Findings of this nature have spurred interest of contents reported in the newspapers in Nigeria (Laar, 2008). This may confirm the current speculative concerns that the Nigerian press is preoccupied with non-reproductive health issues.

An analysis of family planning being reported in the newspapers will provide knowledge on the level of coverage, prominence and portrayal of family planning being reported in the newspapers, since the print media can serve as potent source of information on family planning. This research work will further provide information on areas of strengths and weakness and thus identify gaps in Family Planning reporting in Nigerian print media. This will further provide direction and perspective on quality reporting of family planning in the newspapers. Accurate reporting can help to counter false rumours about family planning and can provide people with the facts they need to make informed choices.

Findings from this study will identify the factors that encourage frequent reporting, thus providing insight on the circumstances that influence decisions on promoting Family Planning in the print media. In this regard, the information derived from this study would stimulate policy revision in respect of print media involvement as part of their social corporate responsibility.

Newspapers have a built-in capacity to motivate readers, content analyzing the selected newspapers will permit drawing of replicable and valid inferences from the data to their context. In addition, it will allow family planning programmes to generate objective, systematic and quantitative descriptions of the qualitative content of newspapers.

This study result could facilitate capacity enhancement through training and re-training of journalists on family planning methods and services available for the public.

Furthermore this research provided answers to the following questions:

1. What component of family planning do the selected news prints report on?
2. What is the level of in-depth reporting of family planning articles in the selected newspapers?
3. What are the sources of information on family planning reporting in the selected newspapers?
4. What is the tone of most family planning information reported in the newspapers?
5. What factors promote frequent reporting of family planning in the selected newspapers?

General Objective

The general objective of this study is to document the importance given to family planning reporting in the newspapers.

Specific Objectives

The specific objectives are:

1. To document the component of family planning reported in the selected newspapers.
2. To access the depth of reporting of various family planning information.

3. To determine the sources of information on family planning reporting in the selected newspapers.
4. To determine the placement of information on family planning in the selected newspapers.
5. To establish the factors promoting frequent reporting of family Planning in the selected newspapers.

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CHAPTER TWO

LITERATURE REVIEW

Concept of Family Planning

The widespread adoption of family planning represents one of the most dramatic changes of the 20th century. The growing use of contraception around the world has given couples the ability to choose the number and spacing of their children and has had tremendous lifesaving benefits. Yet despite these impressive gains, contraceptive use is still low and the need for contraception high in some of the world's poorest and most populous places. Recent research is shedding light on how family planning increases survival, improves the health of millions of people, and helps achieve national goals. Considered a "best buy" among health investments, family planning is one of the most cost-effective, high-yield interventions that exist today. Countries that invest in family planning can reap immediate health benefits, investment savings in the health and education sectors, and social and environmental benefits that extend well beyond a single generation (Smith, Ashford Lori, Gribble Jay, Donna Clifton, 2009).

Family planning is the means of controlling if, when, and how many children to have. Through family planning, couples and individuals may make decisions, based on health and economics, which are best for them and their families. Many women use family planning and contraceptive methods to control their reproductive cycles and health. There are a number of options to control conception. Options include natural family planning, barrier methods, internal contraception, hormonal contraception and permanent conception prevention. Most of these methods carry some sort of risk to balance the benefit of conception prevention. To make an informed decision, you must know both the risks and benefits of the chosen option (Etemad, El-Sherif, Qayed, Ali . Zarzour and Kawthar Fadel, 2008).

Family planning could prevent many more deaths, particularly in the poorest countries if the following current knowledge is put into practice. They are:

1. **Family planning saves women's lives.** Family planning could prevent as many as one in every three maternal deaths by allowing women to delay motherhood, space births, avoid unintended pregnancies and abortions, and stop childbearing when they have reached their desired family size.
2. **Family planning saves children's lives.** After giving birth, family planning can help women wait at least two years before trying to become pregnant again, thereby reducing newborn, infant, and child deaths significantly.
3. **Family planning saves adolescents' lives.** Adolescents pregnancies pose health risks not only for the babies but also for the young mothers, particularly those under age 18. Family planning can help young women avoid having children during this high-risk time and also avoid the social and economic consequences of early childbearing.
4. **Family planning reduces deaths from AIDS.** The consistent and correct use of condoms can significantly reduce the rate of new HIV infections. Many HIV-positive women and couples want to avoid becoming pregnant and many effective methods are available to assist them. By averting unintended and high-risk pregnancies, family planning reduces mother-to-child transmission of HIV and the number of AIDS orphans, whose life chances are seriously diminished because they have lost a parent, particularly the mother.
5. **Family planning helps governments achieve national and international development goals.** Governments around the world are focused on combating poverty and achieving a range of health and development goals, such as those outlined in the United Nations' Millennium Development Goals (MDGs) (Smith, Ashford Lori, Gribble Jay & Donna Clifton, 2009).

There is a safe and effective family planning method for every woman and man that can enable her or him to protect her/his health and that of her/his children. More than half of all couples in the developing world are using family planning to delay, space, or limit future pregnancies, yet the need for family planning keeps increasing as the number of women of reproductive age continues to grow. An estimated 137 million women worldwide have an

unmet need for family planning—they are not using any method and report that they want to avoid a pregnancy (Susheela Singh, 2003).

2.1.2 Types of Family Planning

(a) Natural Family Planning

Natural Family Planning (NFP) works with the female menstrual cycle to either prevent or achieve pregnancy. NFP may use basal body temperature, cervical mucus and cervix position to predict times when sexual intercourse will not result in pregnancy. Natural Family Planning has no risks and is 95-97% effective if it is practiced correctly in any of its three forms (WHO, 2012).

(b) Barrier Methods

Barrier methods place something physical between the sperm and the egg to prevent conception. Condoms, diaphragms, cervical caps and cervical sponges are all forms of barrier method contraception. Condoms are inexpensive, easy to get and easy to use. Male condoms are 98% effective and Female condoms are 95% effective. The most common side effect is latex allergy. Diaphragms must be fitted by a certified health care provider and should be checked every 18 months or after any weight gain or loss of more than 20 pounds or pregnancy. Diaphragms are 94% effective. The most common side effects are allergic response and increased risk of urinary tract infection. Cervical caps must be fitted by a certified health care provider and should be checked annually and refitted after any vaginal delivery. Cervical caps may not fit all women. Cervical Caps are approximately 80% effective. Risks include allergic response and increased risk of urinary tract infection. Cervical sponge is 90% effective in women who have never been pregnant, and 80% effective in women who have already had a child. Cervical sponges do not require fitting by a health care provider or a prescription. Risks include allergic reaction, a risk of toxic shock syndrome (TSS) and a higher failure rate in women with previous pregnancies (WHO, 2003).

(c) Internal Contraception

Internal methods of contraception include IUDs and NuvaRing. Both of these methods require an exam and prescription from a health care provider. The copper IUD has no hormone component. It is 99% effective. The progestin treated IUD is 99.8% effective. Risks include uterine perforation, pelvic inflammatory disease, ectopic pregnancy risk and heavier cramping and bleeding with periods. NuvaRing is more than 99% effective and requires a prescription from a health care provider. Side effects are similar to hormonal birth control (Kaunitz, 2008).

(d) Hormonal Contraception

Hormonal contraception includes all forms of birth control pills, patch or shots and requires a health care provider prescription. When used appropriately, hormonal contraception is more than 99% effective. Just a few of the many risks include higher rates of blood clots, strokes, heart attack, hypertension, depression, migraines, weight gain, and certain forms of cancer (WHO, 2003).

Sterilization

Male and female sterilization are almost 100% effective after the first three months. These are surgical procedures and should be considered permanent. Risks include surgical complications, and autoimmune (Kaunitz, 2008).

(e) Breast Feeding

In addition, breastfeeding can serve as a form of contraception. If a woman's menstrual cycle has not resumed (referred to as amenorrhea), exclusive breastfeeding for six months is more than 98 percent effective in preventing a pregnancy and is promoted as the Lactational Amenorrhea Method of contraception (WHO, 2003). As long as menstruation has not returned, and the woman is fully breastfeeding, the contraceptive effect can last considerably longer than six months, although effectiveness is not as reliable after the six months period. A breastfeeding woman may also want to use another family planning method at the same time such as progestin-only pills, progestin only injectables, subdermal implants, intrauterine devices (IUDs), or condoms (WHO, 2007).

While there is no “ideal method” of family planning, there is a safe and effective method for every woman, Family planning methods vary according to their convenience, cost, effectiveness, side effects, risks, and benefits for the individual. Family planning users are best able to evaluate the relative importance of these factors based on their preferences; their desired family size; stage of life; goals of delaying, spacing, or limiting future pregnancies; health status; relationship status; and living conditions (Population Reference Bureau PRB, 2004).

Media Promotion of Family Planning

News coverage can inform people about family planning choices and help them ask providers appropriate questions. Skill in media relations can help avoid or dispel rumours, respond to criticism, defuse controversy, and even turn adversity to advantage. News coverage is crucial to engaging policymakers' attention and earning opinion leaders' support. Also, because the news media pay distribution costs, helping journalists cover family planning is a cost-effective way to communicate. Family planning programmes have played an important role in assuring individual reproductive health and in reducing national fertility levels. Working with the news media is important because news coverage is often people's first source of new information. Also, news coverage helps confirm and reinforce the information that people receive about family planning programmes from other sources, such as entertainment programmes, brochures, field workers, family members, and friends (PRB, 2004).

The PSAs “Simple Solution, The Compromise, and Behind the Curtain” encouraged men to share responsibility for family planning with their partners. To assess changes in attitude on this issue, respondents were asked whether they agreed with the statement: “Men should share the responsibility for family planning.” Before the campaign, 66 percent of respondents agreed. This proportion increased to 74 percent after the campaign. The greatest changes in the proportions of men and women who believed men should share the responsibility for family planning were reported in Lagos (66 percent to 80 percent) and Enugu (79 percent to 86 percent). Kano respondents also reported an increase (53 percent to 58 percent); however, there remained more than two-fifths of respondents who still did not agree that men should share responsibility for family planning. Overall, the changes indicate a potential for

communication interventions to increase the numbers of couples who believe men should play an active part in family planning (Kiragu, Krenn, Kusemiju, Ajiboye, Chidi, & Kalu, 1996).

Well-designed mass-media campaigns have proved their ability to increase the use of family planning in Nigeria. Between 1985 and 1988, television promotion of family planning in the cities of Ilorin, Ibadan, and Enugu helped increase the numbers of new and continuing contraceptive users (Piotrow *et al.*, 1990). After the campaign, the number of new clients had almost quintupled in Ilorin, tripled in Ibadan, and more than doubled in Enugu. About half of respondents surveyed reported having seen the family planning messages on television; of these viewers, more than two-thirds recalled the specific clinics promoted (Kiragu *et al.* 1996). The 1990 DHS survey found that ever-use of contraceptives was 8.2 percentage points higher among women who were exposed to family planning messages than among their unexposed counterparts. As for non-users, 37 percent of those exposed to family planning messages said that they intended to use contraceptives, compared with 19 percent of non-users who had not seen or heard the messages. Studies have documented increased use of family planning methods and other behavioural changes following specific communication interventions using one or more media channels (John Hopkins, 1996). The logic behind this finding is that the intensity of exposure to family planning information will lead to family planning acceptance.

The media plays a unique role in informing people and encouraging healthy behaviour (Marshall, Romano & Davies, 2004). With their broad reach and powerful influence, the news media can help to improve reproductive health practices. Family Planning media promotions, like the Campaigns Using Public Service Announcements and a National Logo, (PSAs), promoted the benefits of family planning and encouraged couples to use modern contraceptive methods. While rural men and women proved harder to reach than their urban counterparts, the surveys confirmed that the campaigns' use of the broadcast media was an excellent way to reach rural audiences (Kiragu *et al.*, 1996).

Policymakers follow the news media closely because the news both reflects and shapes popular opinion (Pertschuk & Wilbur, 1991). In many countries the news media set the agenda for public discussion and debate by deciding what issues to cover and how to report

on them (Shaw & Martin, 1992). By drawing a situation to public attention, the news media sometimes even seem to create events rather than just report them.

Challenges of media campaigns on family planning

Every year, new public health mass media campaigns are launched, attempting to change health behaviour and improve health outcomes. These campaigns enter a crowded media environment filled with messages from competing sources. Public health practitioners have to capture not only the attention of the public amid such competition, but also motivate them to change health behaviours that are often entrenched or to initiate habits that may be new or difficult. (Shuchman & Wilkes, 2006). Most family planning media campaigns may be ill understood to mean to promote promiscuity especially among the young people. An advertisement might be held to give the green light to contraceptive practices," especially when read "by adolescents and by the immature."

Despite the advantages and positive attitudes toward family planning, questions are being raised and perceptions exist about the impact of family planning on health and economic wellbeing. A mix of communication interventions will be needed to address widespread concerns about the effect of contraception on marital stability, health of women, negative attitudes and misperceptions about contraceptive methods.

Most family planning communication programmes lack behavioural theory, informed strategy and design for media campaigns. Pretesting and monitoring with the intended audience are not done, to ensure relevant storylines and sensitivity to socio-cultural, gender, and religious differences (John Hopkins, 1996). Also the high cost of sponsoring media campaigns limits the promotion of family planning in the media outlets.

Overview of the Print Media in Nigeria

Newspaper according to Cheyney (1992) is the textbook that provides up-to-date information on local, state/provincial national, and world affairs; the most current analysis and criticism on executive and legislative decision-making; Newspapers are veritable tools for promoting literacy through reading, writing and dialogues (among readers and critics), which are the

hallmarks of effective and efficient use of language. “It is an unbound publication issued at regular intervals that seeks to inform, analyze, influence and entertain” As a result, it is the common practice in most parts of the country to have people congregate around newspapers stands and vendors every morning reading and discussing the contents of the newspapers. Newspapers can thus promote critical thinking and retention of information (Babalola, 2002). Newspapers generally are published in order to disseminate diverse kinds of information that are of interest to the reading public, both young and old. A typical Nigerian newspaper contains varied topics of interest to a broad spectrum of the audience among who are school children, youths in their impressionable years, elites and educated adults, semi-illiterates and stark illiterates, etc.

The universal format of a newspaper presents information in a predictable way. In a straight news story, the headline gives the reader the main idea of the story. The lead paragraph gives a summary of the story in capsule form, answering the important newspaper questions – who, what, when, where, why and how. The remainder of the news story provides additional details, with the least important information at the end of the story.

National Newspapers and Local Newspapers

Newspaper publication started in Nigeria in 1859 and today, there are quite a number of government and privately -owned newspapers in the country varying in frequency and time of publication as well as circulation rate, target audience and achievements (Ifenkwe, 2008). One of the primary functions of the newspaper is to objectively report news situation or events in all fields of human endeavor. Usually, management of the print media assesses the newsworthiness of events and based on the philosophy and interests of the organization, takes the decision on how best to present or showcase news events to achieve maximum effect. Furthermore, the level of education of the average Nigerian has so improved that he can decipher ideas presented either in words or pictorially. Newspapers can usually be classified on the basis of the spatial area of their circulation into national, regional and local (Aliyu, 2010).

Local or community newspapers are good channels for family planning news. They are written in the local language, and the information is disseminated in cost-effective ways. Sometimes even just a large blackboard in the middle of the village serves as a newspaper (Snyder, Clark, White, and San Luis, 1977). Coverage about family planning in the rural news media can help efforts to encourage community support for family planning however this depends on literacy level in that community.

Challenges of the Nigerian Newspapers

Newspaper articles in Nigeria, despite the inconsistency in the circulation level, still generate enough interest from those who take the newsprint as a serious form of communication. The papers are taken seriously by those who have a high stake in matters of national interest; those involved in policy matters, legislatures, members of the judiciary and students, especially those looking for research materials (Aliyu, 2010). There are different columns in the newspapers devoted to different areas of life. For instance, in Nigerian newspapers there are local news columns, sports column, entertainment column, arts column, advice column which can be divided into personal, medical, automobile, household, educational, and so on (Emmanuel, 2002).

The latest figures in an audit conducted by the Advertisers Association of Nigeria (ADVAN) show that all the current newspapers put together do not boast anything close to this number. The cumulative national sales figure from the industry was put at a little over 300,000 copies daily. With sales plummeting and more Nigerians getting access to free news reports from the internet, it seems that the newspaper market is already saturated as some publications drop out after only a few years of hitting the newsstands. Recently, media observers expressed concerns at the frequency of demise of newspapers and magazines in Nigeria (Joseph & Seeni, 2010).

Nigerian lawmakers have also considered legislation to revitalize the print media in Nigeria but it appears the documents have been rejected due to some controversial portions that could undermine the freedom of the media. The most recent was the Abike Dabiri Journalism Practice Bill dismissed by stakeholders as obnoxious. Media marketing experts opine that operators have to cut down their cover prices to command improved sales. "If newspapers are

more efficiently managed, the cover prices will not be more than N50 and this will result in bigger sales.” says Dele Sobowale, former general manager, marketing, in Vanguard newspaper (Nigerian newspapers online, 2010). Other problems deviling the Nigerian print media are lack of power or electricity, constant harassment and seizures and regulations.

Newspapers Reporting of Family Planning

Family Planning promotion through the newspapers can promote access to a range of safe and effective contraceptive methods in health facilities and through social marketing and local outreach. It can lead to national and local discussion of the rights of men and women in relation to their bodies, health, education and access to economic and social resources (Babalola, 2002).

Some Family Planning news which can be found in the News paper include, **New people** "Noted physician to head Family Planning programmes", **New services.** "Ministry launches rural Family Planning initiative." **New policies** "Programmes to provide condoms for youth (Robey, and Paula 1995)." **New contraceptives** "Injectables become available here." **New hours** "Clinics open weekends to meet rising demand." **New data** "Number of rural clients sets record." **New funding or resources.** "Leading bank donates mobile vans", **New trends.** "More couples postponing births, survey shows." and **New ideas** (Pertschuk, 1990). Thus most family planning organizations can encourage newspaper coverage by providing a variety of materials for departments that readers enjoy. These include: Feature articles, Editorials, Letters to the editor, and Advice columns. Also, rural and community newspapers and special-interest publications often are good outlets for information about family planning programmes. Many family planning stories—more than most people think—have potential news value.

Qualities of Family Planning News

- a. **Immediacy.** To be newsworthy, an event must be new. "Old news is no news," as the saying goes. Immediacy probably is the most important element of news (Rahman, 1993, 1996). One way to give family planning stories immediacy is to link your organization's

activities to a prominent current event, such as the visit of a president, the opening of a clinic, the release of a report, or the achievement of a milestone (Rahman, 1993).

Family planning programmes can anticipate some events well in advance because they occur on a regular basis—for example, World Population Day, July 11. Others, such as the launch of a new project or service, are within the control of your organization. The release of new survey results or a publication or the introduction of a new contraceptive method also offers immediacy hence increase coverage in the newspapers. An advantage can be taken of these opportunities by being ready—having materials prepared in advance and contacts with the news media well established.

- b. Proximity.** People tend to be more interested in events near to them than those that happen far away. "Contraceptive methods, the impact of population growth on society—these are new things," Kenyan journalist Hilary Ng'Weno has observed. "The question is whether you can relate them to topical events within your country and hang them on a peg that makes it possible for journalists to use them" Because of the news value of proximity, reporters usually are interested in finding a "local angle" to an international story. Thus international conferences convened periodically by the United Nations on such topics as women's status, population and development, and the environment offer opportunities for organizations to relate these far-away events to local circumstances and people. One can find clients or staff members to be interviewed or point to the local impact of a global issue. Journalists need the local angle at the same time that they are covering the international story, however, not the following week (Peterson, 1993).
- c. Consequence.** The more consequential an event, trend, or issue is to their audience, the more likely journalists are to consider it newsworthy. For example, "if five people in a village migrate to a city, it is hardly news. But if 50 people out of a population of 500 leave their homes in search of greener pastures, it certainly makes a news story" (Mustafa, 1994). Family planning and population issues often have powerful demographic, economic, social, and environmental consequences that make them newsworthy. Highlight these consequences in a way that people can understand. For example, in the Philippines a major national daily newspaper linked population growth and Manila's traffic congestion in this interesting way (Rahman, 1993).

- d. Human interest.** Few things are as compelling to an audience as the personal experience of someone like them. Journalists will appreciate interviewing family planning clients, programme staff, and officials because such interviews generate human interest—for example, a man who has had a vasectomy, a couple who decided to space their next birth to protect their children's health, or a father who decided that it is just as important for his daughter to go to school as for his son.
- e. Trends.** Most family planning programmes can link their activities to trends in public health, population growth, or the country's social and economic situation. For example, one can show how condom distribution has helped slow the spread of HIV/AIDS, how spacing births has helped to improve children's health, or how a new contraceptive has enabled more women to avoid unintended pregnancies (Peterson, 1993).
Release of survey findings offers the opportunity to highlight family planning. The Demographic and Health Surveys (DHS), for example, reveal new attitudes, knowledge, and practices about family planning when compared with earlier data. The new findings are especially newsworthy when they contradict commonly held beliefs or provide new evidence of major changes in people's lives.
- f. Important people.** Big names make news. When a high-level government official takes a public position on family planning, it usually makes the broadcast news and newspaper headlines. When one involves a film star in a programme activity, the news media are more likely to cover it.
News media coverage can be generated by asking public figures—political leaders, traditional chiefs, entertainers, socialites, religious leaders, authors, prominent business executives, and sports stars—to endorse your programme or support family planning publicly. To do so, monitor the news media to identify sympathetic public figures, contact them, either directly or through a high-level intermediary, and ask them to help you. Offer to help them prepare for their appearance on your behalf (Green, 1986).
- g. Conflict and Controversy.** It seems very likely that any organization could probably become embroiled in a public controversy at one time or another. Often, family planning organizations think that such conflict is always bad for them. In fact, sometimes it can promote informed choice by attracting journalists' attention and providing an opportunity for the story to be told thus informing the public and gaining a broad audience.

Many organizations inspire coverage by creating newsworthy events—often called media events. Such events can help provide the crucial news element of immediacy and a good reason for reporters to cover family planning, offering news "peg," or "hook" (Cutlip, 1985). Interviews, site visits, major publications, news conferences, and briefings also help make news. In addition, providing journalists with opportunities for training or involvement in programme activities generates coverage, promotes accurate reporting on family planning, and builds ties between journalists and your organization. Such events as the opening of a new clinic or service, the launch of a new campaign, or even the release of a new study can generate news coverage. For example, in Nigeria a music project to promote family planning was featured in more than 80 newspaper and magazine articles as the result of launch ceremonies and a press conference that featured the star performers, King Sunny Ade and Onyeka Onwenu (Johns Hopkins School of Public Health JHSP, 1990).

By finding and supplying Nigerian journalists with information that fits their criteria for news, organizations meet their needs and advance their own communication goals. A good strategy seeks opportunities to match the goals and objectives of the organization with the interests of journalists. Most organizations that work well with the news media rely on proven techniques, methods, and materials. These include: Providing accurate, timely, and interesting information; Collecting and analyzing information about the news media's interests and needs; Producing news releases, feature stories, opinion pieces, newsletters, and other readily usable material.

A good print media report on family planning should be brief, contains small, well-arranged paragraphs, short sentences, and easy-to-understand, commonly used words. It should equally give an objective and undistorted picture of what has happened or the topic of interest. In addition to these it should not reflect the personal bias of the reporter as it tries to answer as many questions as the reader may want answered.

Role of Print media Journalists in Disseminating Information on Family Planning

The role of the journalists includes providing accurate, timely, and interesting information; Collecting and analyzing information about the news media's interests and needs; Producing

news releases, feature stories, opinion pieces, newsletters, and other readily usable material; and Preparing press kits, fact sheets, experts lists, and other aids for journalists. This is in addition to presenting story ideas to journalists, and responding to their requests for information and assistance; arranging and assisting with news conferences, site visits, and other events that interest the news media; making contact with programme staff, including arranging interviews; and dealing with opposition and public controversies when they arise, and countering false rumours.

Family planning is often the subject of unfounded rumors, which can be damaging if they spread widely (Piotrow., Treiman, Rimon, Yun & Lozare, 1994). By encouraging accurate reporting about family planning, a strong public information programme helps contain rumors before they spread. Once rumors have appeared in the news media, it is difficult to counter them, but it is important to try. When journalists receive credible, authoritative information about family planning, they become more aware of contraceptive technology, the advantages and disadvantages of contraceptive methods, and their correct use. Such information helps them report accurately on family planning issues. For example, the news media could balance stories about the problems that some women face from side effects if they knew that for almost all women any risks are far less than the risks of unintended pregnancies (Family Health International, 1995, Kincaid, 2000). News Print relations professionals use proven processes and approaches to encourage accurate coverage of family planning and other reproductive health information and issues. Skill in media relations can help avoid or dispel rumors, respond to criticism, defuse controversy, and even turn adversity to advantage (Population Reference Bureau Report PRB, 2008).

Attacks on family planning organizations have had the effect of strengthening support for them and even increased clinic attendance (Green, 1986). For example, in Colombia the Association Pro-Bienstar de la Familia (Profamilia) turned religious opposition to its advantage by engaging in public debate on the benefits of family planning. In "going public," Profamilia demonstrated overwhelming popular support for family planning and ended up stronger than before the controversy. Also, in Ghana, when the government withdrew public

service announcements promoting condoms, the major daily newspapers reported the controversy, and many people wrote in support of providing family planning (Glass, 1995). In contrast, when working with the news media, organizations do not control the messages. Instead, journalists make these decisions based on criteria of newsworthiness and appeal to *their* audience. Nevertheless, adding a news media relations component to other communication activities is vital because it can increase their reach and credibility. Moreover, the cost to family planning programmes can be modest because the news media pay the production and distribution costs (American Public Health Association APHA, 1994).

Problems faced by Journalists in reporting information on Health in the Print media

a. Presentation of facts

Conflict can arise between those reporting the news and those with a stake in the issue reported because of the sensitive and confidential nature of health issues and the potential for misrepresentation or misunderstanding. Medical professionals place a high value on evidence-based information. Journalists want an ‘authentic voice’ (Wallack, Dorfman, Jernigan & Themba, 1993), so may rely on anecdotal findings that are sensational, ‘with secondary concern for the stories’ consequences (Lantz & Lanier 2002). However, reporters may accuse the medical community of obstructing, misguiding or failing to alert the press (Shuchman & Wilkes 2006). Indigenous people also want control over their own health issues and how they are represented in the media, to ensure that they are able to represent their own health issues in a way that builds understanding and avoids discrimination and stereotyping.

Information is generated by researches and disseminated by advocacy networks and the media. Journalists face difficulties in interpreting non-experimental data and comparing the different methods of reporting risks that are found in medical studies. Important questions also arise as to the relative weight newspapers should apply to exert opinion versus published medical evidence in reporting risks. (Singer & Endreny, 1993).

b. Competition for Audience

Journalists write for audiences that increasingly have many sources of news, information, and entertainment. Journalists must compete with each other and with entertainment programmes to get the best stories and attract the biggest audiences. Also, while editorial departments are

separate from those dealing with advertising, sales, and circulation, they are not immune to economic pressures. Editors and producers may feel pressure to make the news reporting exciting and entertaining as well as timely and credible to attract as wide an audience as possible. For this reason the family planning story may get bumped off the front page when a more popular story about a celebrity, politician, or athlete comes up (Bohle, 1986).

c. Deadlines

Journalists must meet frequent writing and production deadlines. In television, for example, there are deadlines for morning, afternoon, and evening news programmes. Deadlines at newspapers may occur in both morning and afternoon. If you want your story to appear, it is vital to respect these deadlines and to recognize the pressure that journalists face. Newsworthy events occur at a moment's notice. The news media must be ready to cover them all. Sometimes fast-breaking events pull journalists off one story to cover a more important one (Green, 1986).

d. Government Relations

The political situation in a country shapes the relationships between the news media and the government and strongly affects how family planning organizations work with journalists. In some countries a free press exists based on the belief that the people have a "right to know" and value the news media as a watchdog. But in many countries the news media are still emerging from a tradition of government control. Some governments continue to pressure journalists to print what the government wants. Other journalists are locked in constant struggle with government officials who demand an uncritical and deferential news media. Some governments still resist independent newspapers and try to punish journalists who publicly disagree with official views. Government control over the news media may not adversely affect coverage of family planning. It may even improve coverage if there is a national family planning programme or population policy that the government wishes to promote. If family planning is not a priority for the government, however, government control over the news media may mean little or no news at all about it. Whatever the political environment, the more interesting and newsworthy the family planning story, the more likely that the news media will cover it (Robey & Paula 1995).

e. Pressure from Interest groups

Most journalists face interest groups who seek to influence what they report and how they report it. Groups opposed to family planning can be influential among journalists, particularly if their voices are not matched by those of family planning advocates providing factual information openly and regularly. To help journalists remain independent of interest groups, provide them with credible, objective sources of information so that they know the facts and can report your point of view as well as the opposition's points of view (Bohle, 1986).

f. Lack of Resources

In many developing countries the news media often lack the basic tools, access to good transportation, and so on. Video cameras, batteries, tapes, and films may be in short supply. Television news reporters, for example, may have to wait for a camera to return from an assignment before they are able to go on another one. These conditions make it difficult to attract good coverage except for top government functions, ministerial news conferences, celebrity appearances, major sports events, and other news priorities. With few resources, journalists cannot cover all the events to which they are invited. Thus, if an organization wants to attract more coverage, it should provide as much help as possible. For example, when planning events, make sure that they will be easy for journalists to attend and offer assistance with logistics, supplies, and materials.

g. Operational differences

In their linking role, public information specialists sometimes mediate differences between journalists and the organization. Adversarial relationships develop from time to time because the interests of journalists differ from those of the organization (Cutlip, *et al*, 1985). For example, journalists often seek to reveal sensational or negative aspects of a situation (Bohle, 1986), while most organizations seek to avoid controversy. Thus staff may hesitate to be forthcoming, fearing that they will be misquoted or have their work discussed unfavorably in public.

In some organizations the leadership may expect the media relations staff to prevent journalists from writing or airing negative stories. This expectation is unrealistic, of course,

because journalists are beyond the organization's control. Adverse stories may appear no matter how skilled an organization's media relations staff is. Also, in some organizations the leadership sometimes asks the media relations staff to publicize events and information that have little news value. This practice, if done regularly, can damage credibility with the news media.

h. Low wages

The low salaries paid to journalists in most developing countries sap their morale and diminish their zeal in seeking and reporting news. Even more troublesome, low salaries are the breeding ground for "money for news journalism." In some countries some journalists at all levels have been known to accept payments in exchange for running a story. In some places the practice of checkbook journalism is so established that journalists expect payment even before covering an event or publishing a story on Family Planning. Because journalists' wages are so irregular and meager, many have grown to depend on this kind of payment for their very survival (Bohle, 1986).

In some countries paying members of the news media to publish stories may be accepted and even necessary to obtain coverage because everybody does it. The long-term disadvantages of the practice, however, outweigh any short-term benefits. Whatever the reasons for checkbook journalism, it undermines news media credibility. When the news is for sale, the public cannot view it as objective or independent and cannot trust what they hear or read in the news media. For family planning programmes, the independence and credibility of the news media are vital assets in providing the public with the facts that they need to make informed choices. Checkbook journalism cheapens these assets. Working with the news media should be part of the overall communication effort of most family planning and other health-care organizations. Many family planning communication campaigns reach audiences directly, with messages designed to enable and encourage healthful attitudes or behaviour. In such campaigns, organizations ideally determine which audiences should be addressed, develop appropriate messages, and decide the channel, format, and timing of the communication (Piotrow *et al*, 1996).

Monitoring Coverage

The best way to learn about the interests of journalists is to read, watch, and listen to what they report.

a. Collecting and analyzing press clippings. By selectively clipping the major newspapers regularly over a period of months, you can build a file on family planning, public health, and other topics of interest. Here are the basic steps to clipping the newspapers (Robey, , 1994):

- Influential widely read newspapers should be selected.
- Each issue should be scanned as soon as it appears and the interesting articles are cut out. If the papers are left to pile up, it becomes difficult to catch up.
- On each clipping, the date, name of periodical and page it appeared should be written down.
- All important articles are immediately brought to the attention of senior managers, other public information staff and others affected. They are then filed up for future reference.

Analyzing these clippings will tell the researcher much about who covers family planning, what they are saying, when and where such coverage occurs, and even why it occurs. News media coverage can be analyzed in several ways: by who is covering family planning, by what subjects appear most often, by how prominently stories are placed in the newspaper, and by whether the media's coverage is accurate or uninformed (Robey, 1994).

Over time, this information will reveal patterns that help to anticipate coverage and to improve it. For example, if a particular reporter is consistently inaccurate, facts can be presented that provide a basis for more accurate reporting (American Public Health Association APHA, 1994). If a journalist provides family planning with consistent coverage, he can be assisted by providing more information, scheduling interviews, and arranging site visits.

Nigerian Newspaper and Articles

There are about more than seven popular newspapers in Nigeria, amongst which are: The Guardian, The Punch, Vanguard, The Sun and The Tribune and ThisDay newspapers. These papers are widely read in Nigeria. The Guardian is perhaps, the most widely read newspaper in Nigeria. It is known for its seriousness and the quality of its publications. The Punch is also widely read and its easy style makes it appealing to the lower middle and lower classes. The same goes for The Vanguard. The Sun is well known for its love for scandalous issues especially those concerning sexuality and for that reason it is a popular daily. The SUN newspapers reports real life happenings even those considered mundane by some other papers. These are lighthearted and easy to read most times, accompanied by captivating stories. The Tribune was chosen because it is widely read in Western Nigeria. Since it is relatively cheaper it is read also by the lower classes. ThisDay and The Guardian newspapers focus mostly on business news and political matters. It is equally widely read among the upper class and economic analysts. However these newspapers have some common features which significantly highlight the way information is portrayed.

- a. **Feature articles.** Many newspapers regularly publish feature articles about family planning and other health-care topics. Possibilities for feature articles can be found everywhere.

There are three ways to place feature stories in newspapers (Snyder, et al 1977.)

- **Suggest a feature idea.** An idea should be given to only one newspaper at a time. However, a newspaper may expect to be given feature news on an exclusive basis. This can be offered elsewhere only, if the first newspaper decides not to use it.
- **Help a reporter develop a feature idea.** If a reporter has a feature idea, all support and assistance should be provided where possible. To honor the expectation of exclusivity, everything about the story should be kept confidential from other news media until the feature appears.
- **Write the feature yourself.** Many editors will accept feature articles written by contributors who are not on their staff. If such articles are written well and are filled with substance, not self-promotion, editors may use them. The story should be offered to only one newspaper at a time.

b. Editorials.

Sometimes also referred to as an opinion piece, an editorial takes a position, clarifies a point, or urges an action. Editorials, which can be written by the other editor or publisher of a publication, often mirror viewpoints held by many of their readers. To suggest material for an editorial, facts should be gathered, organized then the editor can be telephoned for an appointment or the material sent by mail or messenger. Information can be offered about demographic trends, the impact of population growth on the economy or environment, the benefits of family planning, and other policy related topics.

c. Letters to the Editor.

Letters to the editor provide a forum for people to express opinions, give reactions, and make rebuttals. This could mean writing a letter to the editor to set the record straight after an inaccurate or biased article has appeared; to point out the connection between a news item and family planning issues; to respond to differing points of view; or to praise and elaborate on an article with can be agreed upon (Fitch & Oertel, 1993). Whatever the purpose of the letter letter, its tone should be polite and restrained, and it should conclude with a positive point of view.

d. Advice Columns.

Advice columns are popular and are often one of the best-read sections of newspapers (Green, 1986). Readers with questions about topics related to childbearing, reproduction, and personal relationships may know of no other place to find accurate information, or they may prefer to pose their questions anonymously. While many newspapers do not have the resources or expertise to produce a regular advice column on reproductive health, they may be willing to print regular columns prepared by family planning staff.

e. Special-interest Publications.

Publications that serve a special audience, such as trade publications or the business press, look for stories that relate to their area of interest. For example, an economic or business paper would be interested in how population trends affect the economy (Green, 1986).

f. Interviews

Interviews with family planning programme managers, service providers, and clients can make interesting and credible stories. Interviews are particularly important for radio and television, to provide sound and pictures, but print reporters also gather information primarily by talking with people. Reporters usually want to interview people who are directly involved with programme activities. Journalists can meet with programme staff and encourage them to make themselves available. This makes the resulting story more likely to be accurate (National Association of Science Writers NASW, 1992).

Content Analysis of Newspaper Reporting

Content analysis was developed primarily as a method for studying mass mediated and public messages. The primary goal of content analysis is to describe the characteristics of messages embedded in public and mediated texts (Neuendorf, 2002). Media content analysis is a non-intrusive research method that allows examination of a wide range of data over an extensive period to identify popular discourses and their likely meanings. Another benefit of content analysis is that it can be conducted frequently (e.g. every month), whereas audience research such as large-scale surveys are, because of their cost and time taken, restricted to once per year or every few years. However researchers relate the content of messages constructed, as well as to important outcomes, such as how message content leads to attitude change (Macnamara , 2008).

A simple or basic content analysis classifies or codes what is written in categories that can be statistically analyzed. The codes are developed by a close textual analysis of a sample of articles. The remaining articles are analyzed based on the presence of these codes. Each article is read to determine the presence of information that is classified according to the codes. Information from the codes is then entered into a database to determine the frequency of codes or classifications of information. This method accurately represents only what is actually written. Intended messages or specific items of information that are not included in the codes or do not appear in the articles are not included in the analysis.

Clip Counting is the most basic and perhaps most antiquated form of content analysis. With this system, relevant articles are collected and typically sorted chronologically or by date. The analysis generally consists of a summary listing the publications and dates of publication

Coding is commonly done using readers who have been specifically trained to perform this task. This approach is limited by the potential fallibility and inconsistency of the readers responsible for the coding. In the past few years, computerized systems have been developed to address these issues. However, these systems tend to be inflexible and often miss articles or misclassify the results. While significant advances have been made in this area, the most accurate coding is still conducted using human readers (David & Toni, 2005).

Krippendorff (2004), identifies four advantages of content analysis of Newspapers that potentially make it a more powerful technique than questionnaires or interviews for describing the nature of communication and outcomes. First content analysis is an unobtrusive technique, because it studies texts that already exist rather than having researchers get people to produce texts, it accepts unstructured material which observers categorize and it studies the data as they appear in a context. Fourthly content analysis is able to handle massive amounts of data, especially with the increased use of computers to store information (Macnamara, 2006). Analyzing these clippings will tell you much about who covers family planning, what they are saying, when and where such coverage occurs, and even why it occurs. You can analyze news media coverage in several ways: by who is covering family planning, by what subjects appear most often, by how prominently stories are placed in the newspaper, and by whether the media's coverage is accurate or uninformed (Robey, 1994). Over time, this information will reveal patterns that help to anticipate coverage and to improve it. For example, if a particular reporter is consistently inaccurate, it can present facts that provide a basis for more accurate reporting (APHA, 1994). If a journalist provides family planning with consistent coverage, the journalist can be helped by providing more information, scheduling interviews, and arranging site visits.

When this type of analysis is applied, content analysis goes beyond a simple diagnostic of the accuracy of messages, but also expands to an integral part of the communications planning process. Not only can accuracy be measured, but this accuracy can also be directly linked to communications goals that, in turn, can be measured and evaluated among the target audiences for these messages. This analysis is particularly important when each message must be delivered through the media. The communications lifecycle must be understood for both the media as well as from the target audience. In many cases, each of these groups can be at a different level of understanding and may have different communications needs. An example is when the media may be completely knowledgeable about a product or service, but the target audience has only marginal awareness and little or no understanding about it. In these instances, the media may make assumptions about the level of knowledge held by the target audience and not report as completely and thoroughly as they should. This can inadvertently create a gap or omission in an article that needs to be corrected. As was pointed out by Yogi Berra (Emmanuel, 2002), “You’ve got to be very careful if you don’t know where you’re going, because you might not get there.”

Clement and Foster 2007 studied a content analysis of five national newspapers at two time points. Five newspapers were searched using the PROQUEST database for articles published in 1996 or 2005 which contained the term 'schizophrenia'. 1196 articles were identified and rated against indicators of poor quality reporting. Derived from guidelines for media reporting on mental health the indicators were: metaphoric use of schizophrenia terms; use of stigmatizing descriptors; use of equating descriptors; not including information putting the risk of violence into perspective in articles about violence; and use of the term 'release(d)' in articles about discharge from psychiatric hospital. More recent year of publication was associated with a decrease in the odds of an article using a schizophrenia term metaphorically by a factor of 0.103 (95% CI 0.014-0.776), but this masked a pattern of decreasing use in broadsheets and increasing use in tabloids. The study concluded that there is little evidence that the quality of reporting of schizophrenia has changed over time. This suggests a need for the implementation of effective measures to bring newspaper reporting in line with current guidelines.

A publication by Wilson, Code, Dornan, Ahmad, Hébert & Graham (2004), described how the Canadian print media reported the theoretical risk of blood transmission of Creutzfeldt-Jakob disease (CJD). Observations obtained from this content analysis were compared with information obtained from a previous policy analysis examining the Canadian blood system's decision-making concerning the potential transfusion transmission of CJD. It was observed that newspapers in one instance accelerated a policy decision, which had important resource and health implication, by communicating information on risk to the public (Wilson, et al.,2004). It was also observed that newspapers primarily relied upon expert opinion (47 articles) as opposed to published medical evidence (28 articles) when communicating risk information. Journalists who were interviewed described the challenges of balancing their responsibility to raise awareness of potential health threats with not unnecessarily arousing fear amongst the public.

Donna and Michelle 2008 tried to explore online news media reporting through automated web content analysis, to determine the prevalence and attitudes of social marketing issues across various countries. Results showed that Education and Work was the most commonly reported followed by Health Services, Family Planning, Environment, Crime and Justice and Road Safety. News media reporting in South Africa was particularly strong across Education and Work as well as Health Services. Canada recorded the highest reporting for Family Planning.

Pratt (1974) content-analyzed six Nigerian newspapers for their foreign news content ratio in relation to local news content. He found that for every foreign story in the press there was slightly more than three local stories. The papers focused noticeable attention on Africa and Middle-East with Western Europe and America following. The bulk of the foreign stories consisted of political conflicts, war and negotiation for arms, violence and crime.

Nwuneli and Dare (1977) examined how the Angolan crisis was reported by the Nigerian press by content analyzing five Nigerian newspapers, Daily Times, New Nigerian, Nigerian Herald, Nigerian Observer and Nigerian Tribune. The researchers found that the recognition of the Popular Movement for the Liberation of Angola (MPLA) by the Nigerian government

influenced the increase in the volume of news about Angola in the Nigerian press. They found that about two-thirds of stories on Angola appeared after her declaration of independence (Sabowale, 1987).

Some content categories of newspapers include

a. Tonality Analysis

Tonality is an analysis that uses a subjective assessment to determine if the content of article is either favorable or unfavorable to the person, company, organization or product discussed in the text. There are a variety of different ways to assess tone. One of the most common is a simple classification of “positive,” “neutral” or “negative.” Other approaches rate each article or code on a finite scale. These scales may include a “zero to 100” scale where “zero” is completely negative and “100” is completely positive. Other options include scales with positive and negative ratings. An example would be a scale with a rating of “-50” to “+50”. In this instance, “-50” is completely negative and “+50” is completely positive. A neutral analysis would be recorded as “zero” on this scale.

Newspaper articles from January 1986 to June 2004 were downloaded from the Factiva database for an analysis of reporting of sexually transmissible infections (STIs) in indigenous Australians in mainstream Australian newspapers. Of 164 articles examined based on our search criteria, 100 were included for analysis. An assessment of the tone and content of each article was made by two reviewers, and data were entered and analyzed using Epi Info (Centers for Disease Control and Prevention, Atlanta, GA) Most articles were serious (89%), matter of fact and information dense (50%) and critical of the subject of the article (44%). Of the articles that were emotive, 78% evoked a sense of shock or frustration. The stimulus for the article was government related in 65%; a purely academic opinion was presented in 82%; and only one viewpoint was presented in 73%. This may reflect initiatives in journalism education and release of a protocol on how STI in indigenous communities should be reported. (Thompson, Green, Stirling & James 2007). Overall, the style of reporting was heavy, dry and critical, written in an academic style and failed to critically examine or challenge government initiatives. The potential for print media to educate the general public is

poorly utilized. Further exploration of how sensitive indigenous issues can be presented to avoid stereotyping, stigma and nihilism, while initiating more effective action, is needed.

b. Sources

The sources quoted including the balance of supportive and opposing sources cited in the texts and their position/credibility (e.g. an official government authority or known expert is likely to be more credible than a little known unqualified source). Sources also include those who contributed significantly to the published story or where it originated from (Limor & Mary 2004).

c. Prominence Analysis

This analysis takes into account six factors: the publication where the article appears, date of appearance, the overall size of the article, where in the publication it appears, the presence of photography or other artwork and the size of headlines. In a typical prominence analysis, each element is given a weight that is factored into an overall score for each article. That score determines the prominence of the article.

d. Depth of Reporting

Quality of coverage is often based on a combination of factors. The factors typically included in this measure are what, When, Where, How, Why and Who (6W's) and inclusion of specific messages. It may as well include the overall volume of articles. Each of these factors is entered into a computation that generates a score for each article in the analysis. This generates a quality of coverage score. Many of these elements are highly subjective and usually are not tied to outcomes. The primary factors that limits the application of this form of content analysis are the need for in-depth knowledge of the issues in order to determine both erroneous and omitted messages as well as the skill level required to code each article not only for the presence of correct and incorrect messages, but also to determine when basic messages should have been included. This latter factor is particularly critical since it requires that the reader understand the full context of the article in order to code accurately. (David & Toni, 2005).

Basic facts are the fundamental information that is central to any communications programme. These facts can be such fundamental information as a definition or description of the product or service. They can also include statements, opinions or points-of-view that can be supported and documented. Incomplete information is a statement, opinion or point-of-view that selectively includes some information, but excludes other relevant facts. These apparently accurate statements create a misleading impression or a deception about a product or service and while factually accurate, are in actuality erroneous (Njau, 1994).

Omissions are the absence of key information that should be included in a specific article or publication. Not all basic facts can be considered omissions if they are not included in an article or publication.

In the study of sexuality in the media: emerging issues in Africa to determine the quality and quantity of focus. The print media analyzed, recorded low coverage, shallow analysis of sexuality issues and sometimes misinformation and disinformation. They recommend among other things, a re-orientation and re-engineering of media coverage of sexuality issues to enable understanding and appreciation of the complexities of sexuality issues in the media (ARSRC, 2006).

e. Editorial Polices

Every piece of content in a newspaper or on a website represents a decision, a choice made by someone. Perhaps the choice was made by the executive editor, who said he or she wanted more local news on the front page. Perhaps it was made by someone on the night copy desk who needed story to fill a hole where an advertisement dropped out. Perhaps the choice was made by a photographer at the scene of an event. There are also structural choices that influence every newsroom's finished product. The traditional departments of Metro, Features, Sports and Business, for example, produce and sort content by long-standing definitions of what's appropriate for those areas. The beat system focuses the staff on some issues, but tends to exclude others. How many people work in a given part of the newsroom in comparison to the whole news operation determines the emphasis put on that type of content, whether it is written, visual or digital.

Eno and Serkinat 2006 attempted to analyze the Coverage of Sexuality, Sexual Health and Sexual Rights by the Nigerian Print Media, (July to December 2005). The findings are indicative of how the press approaches the issues of sexuality, sexual health and sexual rights (SSHSR). In a nutshell, while the newspapers report more on issues of public health concern such as HIV/AIDS, the soft sell magazines report more on sexual violence and sexual scandals mostly for the sensation that they create.

There was no editorial policy, against the publication of issues of Sexuality, Sexual Health and Sexual Rights (S/SH/SR). All the editors agreed that as long as issues were topical and important to societal existence and development, they would be highlighted and published. Hence the preponderance of publications on HIV/AIDS – *Daily Sun* 14%, *This Day* 75%, *The Guardian* 45%, *The Punch* 41% and *The Comet* 40%. Only *Daily Sun* gave more space to other matters such as sexual violence 19% than it accorded HIV/AIDS. *Daily Sun* reported more on issues of S/SH/SR than any other newspaper as 59% of all the daily issues contained articles on such matters. This was followed by *This Day* 25%, *The Punch* 19%, *The Comet* 19% and *The Guardian* 18%. Also *Daily Sun* reported on light-hearted stories on S/SH/SR. Other papers approached the subjects more seriously, reflecting the official conservative stance of the Nigerian society towards sexuality. Though there is general conservatism towards matters of sexuality, writers did not seem inhibited whenever they chose to write on such matters.

This present study is designed to investigate how the Nigerian Press attempted to portray the Information on Family Planning to Nigerians in the past one year. It is also intended to provide empirical baseline documentation for further study of newspapers representation of family planning in the context of Nigeria. The key informant interview which is a one-on-one encounter would allow for the probing and exploring of individual insights and orientations, and should complement and enrich the findings from the content analysis.

CHAPTER THREE

METHODOLOGY

This chapter deals with the Study design, the study population, sample size and sampling procedure, the study instruments, procedure for data collection and analysis plan.

Study design

This is a retrospective study of content Analysis of newspapers reporting of Family Planning in Nigeria between January 1st 2010 and December 31st 2010.

Study population

Selected Nigerian Newspapers and Journalists (Reporters, Health Correspondents and Editors) working with the selected newspapers constitute the materials and study population.

Sample Size

The sample size is 108 articles.

(A) The newspapers were purposively selected

Inclusion criteria

The newspapers selected met the following criteria:

1. Must have daily news coverage
2. Must have a national coverage.

Sampling procedure

3. The media organizations must be registered with the Federal Government of Nigeria
4. The print media must have a national distribution network (widely circulated)
5. Must have good aesthetic value.
6. Must be accessible online.
7. Price/cost of newspapers (Affordability) to the generality of Nigerians.

Based on these set of criteria, the selected newspapers are The Nigerian Tribune, The Punch, The Vanguard, The Guardian, The Daily Sun and ThisDay Newspapers.

Newspapers profile

The average news paper used in the study has about 65 broadsheets on week days and 137 broad sheet pages on Sundays. The average news paper has an advertorial and editorial ration of 36:66, which means that, the space devoted to editorial content is twice as much as the space devoted to advertising. This ratio shifts more toward advertorials in large –circulation newspapers. Newspapers have on average between four and six sections on a given weekday and nine sections on weekends.

a. The Nigerian Tribune

The **Nigerian Tribune** is the oldest surviving private newspaper in Nigeria. Established in November, 1949 by one of Africa's foremost nationalists, Chief Obafemi Awolowo, Nigerian Tribune was structured, since inception, to cater for the interest of the common people.

From the onslaught of colonialism and through a turbulent experience, arising from the three-year Nigerian Civil War to a long period of political dislocation within the Nigerian nation resulting from a long period of military interregnum, Nigerian Tribune has emerged as the most credible mouth-piece of the teeming Nigerian masses.

Nigerian Tribune has continued to project the ideas and visions of our founder, Chief Obafemi Awolowo, which are to create a just and egalitarian Nigerian society, re-generate the spirit of altruism and nationalism in Nigerians by promoting the idea of nationhood. About 10,000 copies of Nigerian tribune are circulated daily across the country.

b. The Vanguard

Vanguard Media Limited, publishers of Vanguard Newspapers was established in 1984 by Mr. Sam Amuka (a renowned, veteran journalist and columnist of the Sad Sam Fame. Sam Amuka was editor of Sunday Times and the First Managing Director of the Punch Newspaper.) The maiden copy of VANGUARD hit the newsstands as a weekly on Sunday June 3rd, 1984 with the motto: Towards a better life for the People. It went daily on July 15, 1984. It aims to serve the people through unflinching commitment to free enterprise, the rule of law and good governance.

Major among Vanguard's features include: Sports, Advertising, Management and marketing, Maritime, Energy, Hi-tech and Computer, Aviation, Business and Banking, Tourism, Health,

Labour, Human Angle and Women affairs, Politics, Education and Insurance. Very importantly, to meet the growing demands of the market, the paper circulates 20,000 copies (daily) in Lagos, the nation's business heartbeat. Others include Abuja-12,000 copies, South-West 15,000, South-South 25,000, South-East 15,000, North Central 18,000, North-East 7,500 and North-west 7,500. These total about 120,000 copies with a Print Run of 130,000 copies daily which are circulated across all parts of the country (Nigerian newsonline.org).

c. This Day Newspapers

ThisDay is published by Leaders and Company Limited. It hit newsstands on January 22, 1995 and quickly carved out a niche for itself in business and political reporting and for breaking big news stories. It soon became Nigeria's newspaper of record. In its first years of publication, ThisDay won the Newspaper of the Year Award for three consecutive years. In 1997, ThisDay also became the first Nigerian newspaper to introduce full colour printing.

Today ThisDay remains the preferred newspaper among the business, political and diplomatic elite, and is easily the most recognizable and influential national media brand globally. It is also the corporate and political advertiser's first choice. ThisDay is the only high profile newspaper that appeals to both young and old because of its straightforward news reporting, strong editorial content, lifestyle features and business coverage.

ThisDay believes in its editorial values and is fast becoming a global media player pursuing, with vigor its vision of the world seen from an African perspective.

d. The Sun Newspapers

It commenced operations on January 18, 2003 with the publication of a weekly and on June 16, 2003, it went daily. On February 20, 2005, Soccer Star, an-all soccer daily joined the stable. The company has its corporate head office in Lagos; regional offices in Abuja, Enugu Port Harcourt, Kaduna, Ibadan and Jos and 24 other branch offices across the country.

Its mission is to practice journalism in the classical tradition of presenting the news and features in an exciting style, with impact, objectivity and appeal that generate returns to all stakeholders: the society, the investors and the practitioners. The Sun is a paper of human voices, capturing the unpredictable and unexpected rhythms of life and existence, the daily

heartbeat of humanity in lucid and crisp prose. Little wonder it is called “Voice of the Nation.” All the newspaper readership surveys carried out in the country in the last four years acknowledge the very strong presence of The Sun in South-South, South East, Northwest, North-East, North-Central and Lagos*.Readers of The Sun cut across different educational backgrounds with a greater hold on readers under the age of 50 years. Both males and females read The Sun, but a slight male bias has been noticed. Different occupational groups read The Sun with a strong pool of readers in senior management position. The Sun has the largest share of consumers’ mind (about 87 percent) i.e. the newspaper most readers are conscious and aware of.

e. The Punch News paper

Punch is a Nigeria newspaper owned by Punch Nigeria Limited. The paper strives to promote and uphold the values of democracy and free enterprise through quality news dissemination. Punch Nigeria Limited is perhaps the largest daily newspaper with highest circulation in Nigeria. The newspaper covers both local and international news and has been around for quite a while. The online representation of the paper has undergone remarkable improvement. It is well organized into easy to navigate sections. It is certainly a great source of Nigerian news.

B. Journalists

All health journalists 23 (5 editors, 10 correspondents, and 8 reporters) from selected newspapers were also purposively selected for interview.

Methods of data collection

A combination of two methods; qualitative and quantitative were used for the data collection. The methods include content analysis coding form (quantitative) and key informant interview (qualitative).

Quantitative method

A content analysis coding form was developed (see appendix II) and used for data collection. The design of the coding form was based on the research objectives, review of literature, and guidance of the research supervisor.

Content Analysis Procedure

Content analysis is a systematic step by step procedure that was used to answer research questions. The procedure involves selecting texts, determining the units to be coded, developing content categories, training observers to code units and analyze the data (Njau, 1994).

Selecting texts The texts used for this study are six nationally circulated Nigerian Newspapers. This sample is a representative of the universe from which comes and also of sufficient size to adequately represent that universe. The representative samples from the universe were selected purposively.

The Unit of analysis

This procedure involved identifying and coding Family planning messages embedded in a sample (newspapers) or census of text. This process is called unitizing and it identifies five units that researchers can study: physical, syntactical, referential, propositional and thematic units. This work looked at the physical units, referential, for example positivity of an article and the thematic units.

Developing content categories

This was developed once the unit of analysis has been identified. These categories are mutually exclusive, equivalent and exhaustive. The value of a content-analytic study rests on developing valid categories into which units can be classified. This was done through a creative process.

The Content Analysis form or coding sheet was designed to permit complete description of the content of the newspapers reported on family planning between the months of **January and December 2010**. This was guided by the objectives of this study. Each Content category is mutually exclusive and exhaustive. The content categories developed for this study are;

- 1. Source:** These are sources of information cited in the reported newspapers, such as research result, government pronouncement, conference proceedings, reporter's initiative, political leaders, reporters and health care representative reports.
- 2. Tone:** Slant/tone of reported stories, if negative or positive. Positive stories are those that recommended behaviour, negative, not recommended.
- 3. The prominent frames:** This was based on how the articles are framed and therefore it will contain any frame that emerges from the analyzed sample articles from this study.
- 4. Placement of news:** This focused on the prominence given to the news, any news placed at the front, Centre or at the back pages will be regarded as prominent.
- 5. Space allotment:** These will focus on the space allotted to the news and this will be done by measuring the column of Family planning news in inches, millimeters or centimeter.
- 6. Depth of Reporting:** this will be measured using a 30 point scale of 5 variables (where, who, when, why, how). Six points will be allotted to each identified variable in any family planning issue.
- 7. Types of Family Planning news:** Contraception, Abortion, Family Planning and the MDGs, promoting funding for Family Planning. All these would be looked for in the entire articles of family Planning news or information of the selected Newspapers, through Headline News and In-depth Analysis (letters to the editor, editorials, feature and opinions, etc).

The above content categories are simplified into a coding sheet for data collection. The qualitative data recorded will be coded in a manner that will allow it to be subjected to quantitative statistical analysis.

(b) Qualitative method (Key Informant Interview Guide)

This explored in detail what journalists know about Family Planning, and their role in promoting Family planning in the newspapers. Also the key Informant interview elicited information on factors and conditions that promote Family planning news reported in the

selected newspapers. Also information on ways and strategies for more newspapers reporting of family planning issues was sought from the health Reporters, editors and Correspondents.

Validity

Validity is the extent to which an instrument actually measure what it purports to measure while reliability is the degree to which an instrument yields constant responses.

- Validity of instrument was achieved through the consultation with relevant literature. Also the drafted key informant guide was reviewed by the researchers Supervisor and peers. Media consultants, family planning experts and medical statisticians were consulted and their constructive criticisms proved to be useful for the final output of the instrument.

- **Research Assistants and Coders Training**

Since the units have been determined and the categories developed, 3 research assistants were trained to be observers and they identified family planning issues in the newspapers. They received 4 days of rigorous training in order to correctly and consistently identify the unit of analysis in the newspapers. Four coders were selected who were master's students of the faculty of public health. The coders spent roughly 20 hours in a rigorous training exercise. This exercise began by a full presentation and discussion of the research and all coding schemes. The coders classified each unit into its appropriate category independently, coded sample materials and discussed the coding with the principal investigator and the entire pool of coders.

- **Pre-test of Instrument A**

The instruments for data collection (Coding sheet and Key informant guide) were pre-tested before the final use. This was done for the purpose of clarity and comprehension. Pretesting was done on other News paper editions (The Nation and Daily Trust) (January to June 2009). They were not selected for this study but they have similar characteristics with the Newspapers chosen and such as nationally circulated, daily news coverage amongst others. This was to ensure that the study instruments contain all of the content dimensions and items needed to permit a good description of all possible elements that might occur in the newspapers that reported on family planning in Nigeria.

- **Pre-test of Instrument B**

The Key informant guide was pre-tested amongst health correspondents, reporters and editors in two news paper prints which were not part of the ones selected for study and final adjustments made on the coding sheet.

Reliability

Reliability is the accuracy or precision of a research measuring instrument. Reliability of the Key Informant guide will be done to ensure accuracy of instrument for measurement.

A critical component of content analysis methodology is to ascertain the degree of reliability of the coding to insure that the data reflect consistency in the interpretation and application of the coding schemes and not the particular biases and/or interpretations of individual coders. Roughly, one half of each sample of materials was coded independently by two coders to provide the data for the reliability analysis. Two procedures--Krippendorff's alpha and a percent agreement calculation--were used to measure reliability. Krippendorff's alpha is a measure that takes chance into account and allows the calculation of reliability coefficients for different scales of measurement. Alpha must reach a value between 0.60 and 0.80 to be conditionally reliable and between 0.80 and 1.00 to be unconditionally reliable. In certain instances where the distribution of cases did not support the use of Krippendorff's alpha, the percent agreement was calculated. Variables were accepted as reliable if the measure of the percentage of agreement was 85 percent or greater. Reliability measures were calculated for each variable in the recording instrument. Only those variables meeting the standard of reliability were included in the final analysis of the data.

Data Collection

Data collection procedure for instrument A (Content Analysis recording form)

he lead researcher and two research assistants coded all Family planning issues in the newspapers independently. The procedure involved identifying the unit of analysis of the study, which are family planning information in the six newspapers used for the study. This was done by the by the 3 research assistants. Copies of the publications were made then date and the type of articles were documented. Then the coders spent about 10 minutes reading

each articles very carefully and coding appropriately, using the pre-developed content review guide.

Data collection procedure for instrument B (Key informant interview guide)

Data was collected from health journalists from the selected news paper. Information was recorded on a ‘Recorder’ and transcribed manually by the lead researcher and two research assistants.

Data Analysis

Data Analysis for instrument A

The Family planning issues were analyzed based on the set objectives and guidelines for content analysis. All retrieved data was content analyzed. The data was collated, cleaned and checked for consistency and validated by the investigator manually by evaluating the frequency distribution of all variables. The data was subjected to descriptive analysis. This was used to describe data collected in normal and ordinal scale, thus tables and percentages were used to analyze some of the data collected. Data was clipped and logged using the specially developed coding sheet to facilitate data entry. Data was analyzed SPSS Version 15.0 (SPSS Inc. Chicago, Illinois) was used.

Simple descriptive statistics, crosstabs and frequency distributions were calculated, usually comparing the different newspapers and content dimensions contained in the newspapers. The differences in mean coverage across these periods were then assessed using Analysis of Variance statistical technique to test for statistical significance.

Data Analysis for instrument B

Data from instrument B was transcribed from the tape recorder. From these interviews, themes were developed that characterized the journalist’s perspectives on reporting stories on family planning and the way forward.

Ethical Consideration

• Entry Procedure and Ethical Consideration

Permission was obtained from the Nigerian Union of Journalist (NUJ), and the Joint University of Ibadan University College Hospital Ibadan institutional review committee before the key informant interview was conducted.

The concept of the study was carefully explained to the participants to ascertain they thoroughly understood the aim of the study; thereafter their consent was obtained before the study commenced. Names were not recorded, contact number were also not recorded thus making it impossible to connect data collected with individuals.

1. Consent forms

For each Journalist to be interviewed, written informed consent was obtained from the each of them before the commencement of the interview. The purpose of the interview was thoroughly explained and the contribution of the investigation to family planning reporting in Nigeria was also highlighted.

2. Non-Maleficence:

This research will in no way inflict harm on the participants and every participant was treated equally as much as possible. No question was asked which is capable of inflicting psychological harm to the journalists.

3. Confidentiality of Data:

Absolute confidentiality was fully maintained. All information given by the participants was kept secret and would never be used for non-research purpose. No personal information was collected from the journalists in the course of the interview.

4. Disclosure of Information:

All participants were duly informed of all the processes in the research before commencement. (No undue interrogation or harassment). The use of the research findings was also thoroughly explained before the commencement of the interview of the journalists.

5. Beneficence to Participants:

This research helped in determining the following

- a) The extent to which newspapers report on family planning within the stated period.

- b) The factors that hinder and promote reporting of family planning in the selected newspapers.
- c) The ways quality reporting can be promoted amongst the different newspapers.

5 Rights to Decline/withdraw from study:

The Journalists (Editors, Health Correspondents and Reporters) were duly intimated that they had the right to withdraw from the interview at anytime during the data collection process.

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CHAPTER FOUR

RESULTS

This chapter represents the results of the study. It consists of sub-sections: The characteristics of the newspapers, frequencies of content categories. The results from the key informant interview are also highlighted, in addition to the responses from the participants.

Results from Instrument A: Content Analysis

A total of 2190 articles were found in all the six newspapers, out of which 108 were relevant containing FP issues. Table 1 shows the frequency distribution of the different newspapers with FP issues. Overall the FP issues in the 6 Newspapers averaged 3.45 ± 1.59 . As shown in Table 1, vanguard had more than one quarter of all the articles (26.9%). This was closely followed by the Punch with 24.1%, the Nigerian Tribune 17.6%, the Guardian 13.0%, and ThisDay newspapers 7.4% of family planning issues were published.

Table 4.1: Frequency distribution of Newspapers with Family Planning issues

Name of News paper	Frequency	Percentage (%)
Guardian	14	13.0
Punch	26	24.1
Sun	8	7.4
Vanguard	29	26.9
Tribune	19	17.65
This Day	12	11.1
Total	108	100

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Month of Publication

Figure 4.1 shows the different months and the percentage of family planning issues published. The month of January had the highest number of publications (16.7%). Also the months of May, as well as December had 9.3%, November 13.9%, September 12.0%, and October 5.6%. July, June and August had 5.6%, 8.3% and 4.6% respectively. February recorded the least number of publications at 3.7%, while March and April recorded 4.6% each.

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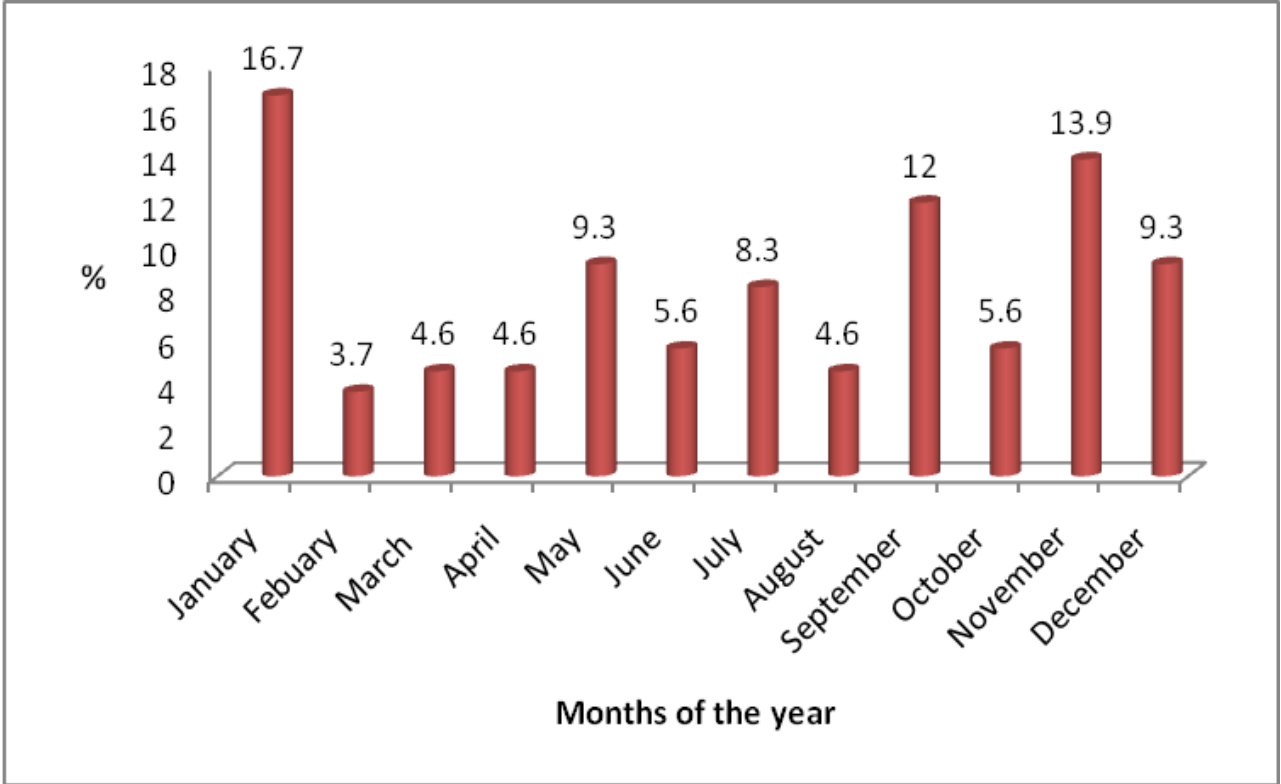


Figure 4.1: Months of Publication of Family Planning issues

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Theme of Family Planning issues

Figure 4.2 summarize the theme of the issues on Family Planning from the selected newspapers. The highest theme of information was on Abortion, contributing more than one third of components (35.2%), this was closely followed by condoms, 25.0%. Other themes that were of relevance in the newspapers but least reported are contraceptives 10.2%, calendar method 8.3%, sterilization 2.8, breastfeeding and vasectomy 0.9% respectively. General Family planning methods were captured in the newspapers, with no particular mention of any method in particular, 16.7%.

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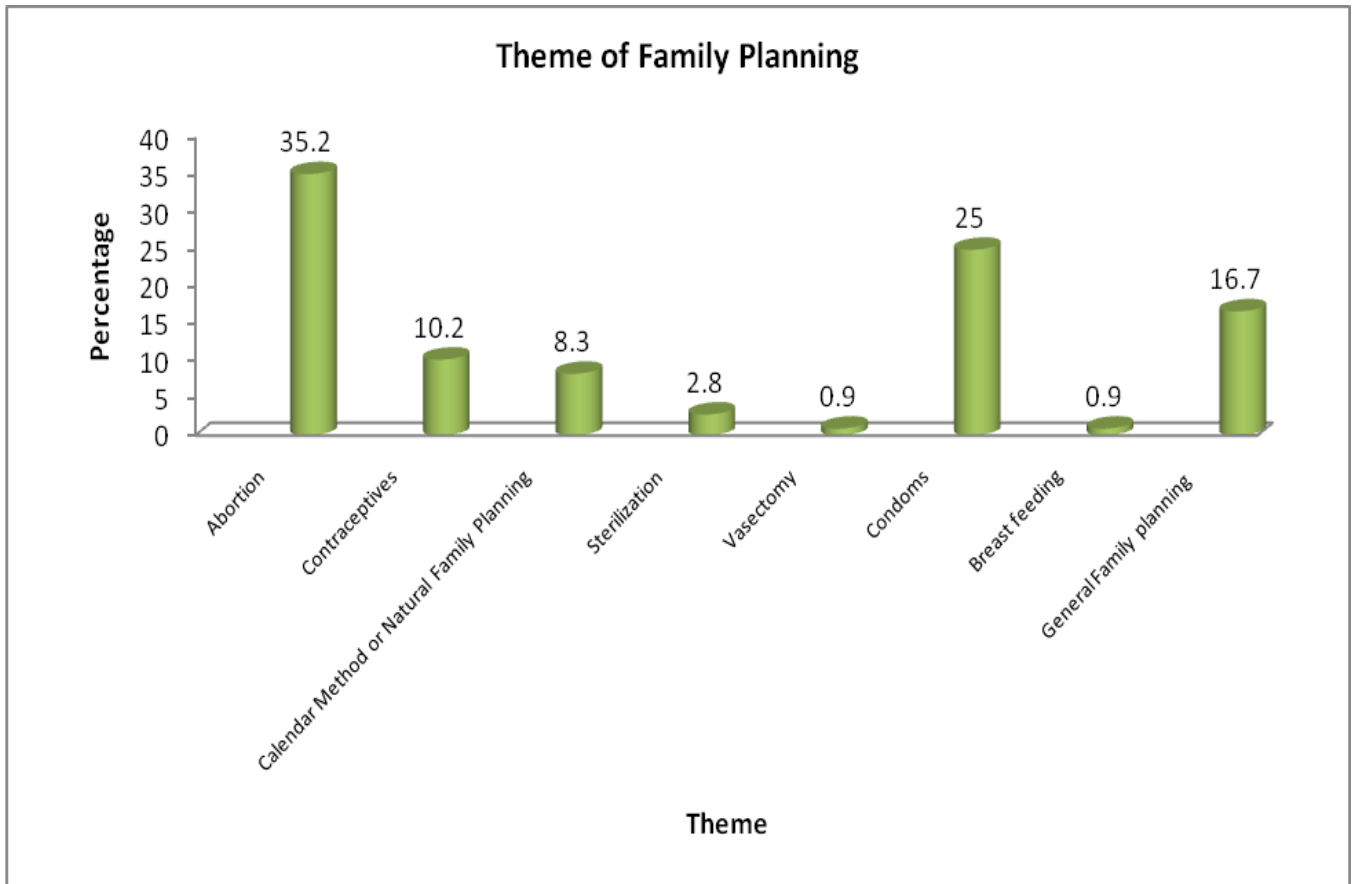


Figure 4.2: Theme of Family planning issues

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Tone of the information and Placement of information in the Newspapers

Figure 4.3 shows that the polarity or tone of the information, in support of Family Planning, positive and not in support of FP or neither supporting nor discouraging Family Planning, showed that 56.5% of the information was in positive tones, 29.6% of the articles were written in a Negative tone, while 13.9% of the articles had neutral tones. This is indicative that about half of the whole articles supported family Planning uptake among the general population.

A high proportion of articles, 98.1% were placed inside the pages, while a minimal of 1.9% appeared on the front page of the newspapers selected for the study.

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N= 108

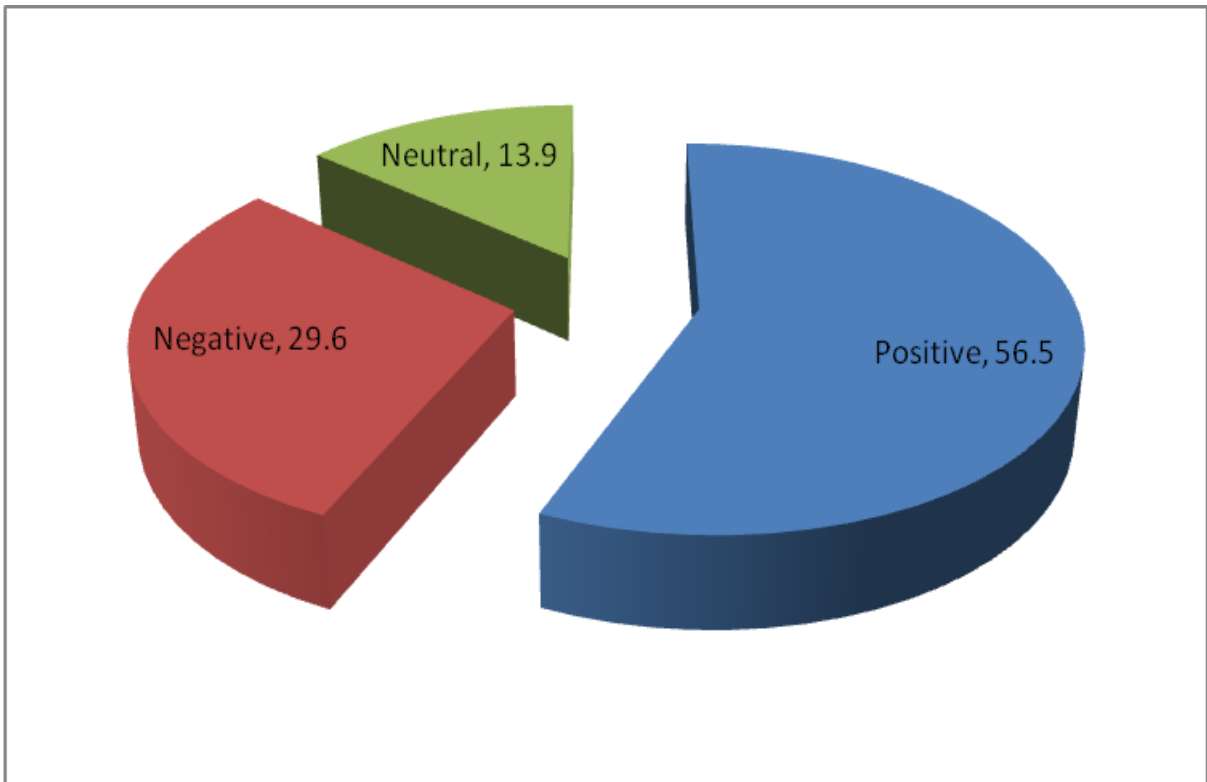


Figure 4.3: Tone of information on Family planning reported in the newspapers (N=108)

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Type of Articles

Table 4.2 summarizes the section or type of article in the newspapers that captured information on Family Planning. A total of 11 sections of the newspapers captured the articles on Family Planning. The majority of the articles were on news reporting, 42.6%. Others are feature health 25.0%, questions for columnists 10.2%, News letter and opinion 3.7%, specialized feature article 5.6%, News interview of personality 4.6%, sports column 1.9%, feature law 0.9%, cartoon, and comments each 0.9%.

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TABLE 4.2: Types of Articles in the newspapers with Family planning news (N=108)

Type of Article	Number	Percentage %
Feature Health	27	25.0
Feature Law	1	0.9
News letter	4	3.7
Opinion	4	3.7
Cartoon	1	0.9
News Reporting	46	42.6
Questions for Columnists or Doctor	11	10.2
Sports column	2	1.9
News interview of personality	5	4.6
Specialized feature article	6	5.6
Comment	1	0.9

Table 4.3 summarizes the use of pictures in the articles from the newspapers. More than half of the articles, 66.7% did not have any picture, while 17.6% used personality pictures. The use of family picture was about 6.5%, pictures of contraceptives are 3.7% and pictures of calendar, 2.8%. Others are pictures of female reproductive system, foetus and cartoon each 0.9% respectively.

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Table 4.4 indicate the different sources of information for the articles in the newsprint. The highest sources of information were from the news reporters, 28.7%. The general public 25.9%, Non-governmental organizations, or organizations implementing Family Planning programmes also contributed about 17.6% of the total 108 articles on Family Planning. The other sources are research, 10.6%, medical practitioner 2.8%, Religious institutions and columnist page contribution 6.5%. Sources like policy makers and armed forces contributed only a non significant percentage of articles, each 0.9%.

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Table 4.3: Use of Pictures in the newspapers (N=108)

Use of pictures	Number	Percentage %
With pictures of contraceptives	4	3.7
Without pictures	72	66.7
Use of personality picture	19	17.6
Pictures of calendar	3	2.8
Picture of family	7	6.5
Cartoon	1	0.9
Female Reproductive System	1	0.9
Foetus	1	0.9

Table 4.4: Sources of family planning information (N=108)

Sources of Information	Frequency	Percentage %
Reporter	31	28.7
Research	11	10.2
NGO contribution	19	17.6
Medical practitioner	3	2.8
Columnist contribution	7	6.5
Armed forces	1	.9
Public	28	25.9
Policy maker	1	.9
Religious institution	7	6.5

Table 4.4 summarizes the sources of information on family planning in the selected newspapers.

The use of language, Geographical perspective and use of statistical figures

In respect to the use of language in the family planning issues reported, results from Figure 4.4 shows the languages used were simple literary meaning, scientific/medical medical, and scientific legal language accounting for 83.3%, 13.9% and 13.9% respectively.

The geographical perspectives of the family planning news reported in the newspapers were also adequately highlighted. About 22.2% of the articles were locally focused; this was closely followed by state 11.1%, national 28.7%, international 27.8% and no geographical perspective 10.2%.

About 46.3% of the articles used statistical figures in explaining concepts and informing the public about family planning issues, while the non use of figures is about 53.7%.

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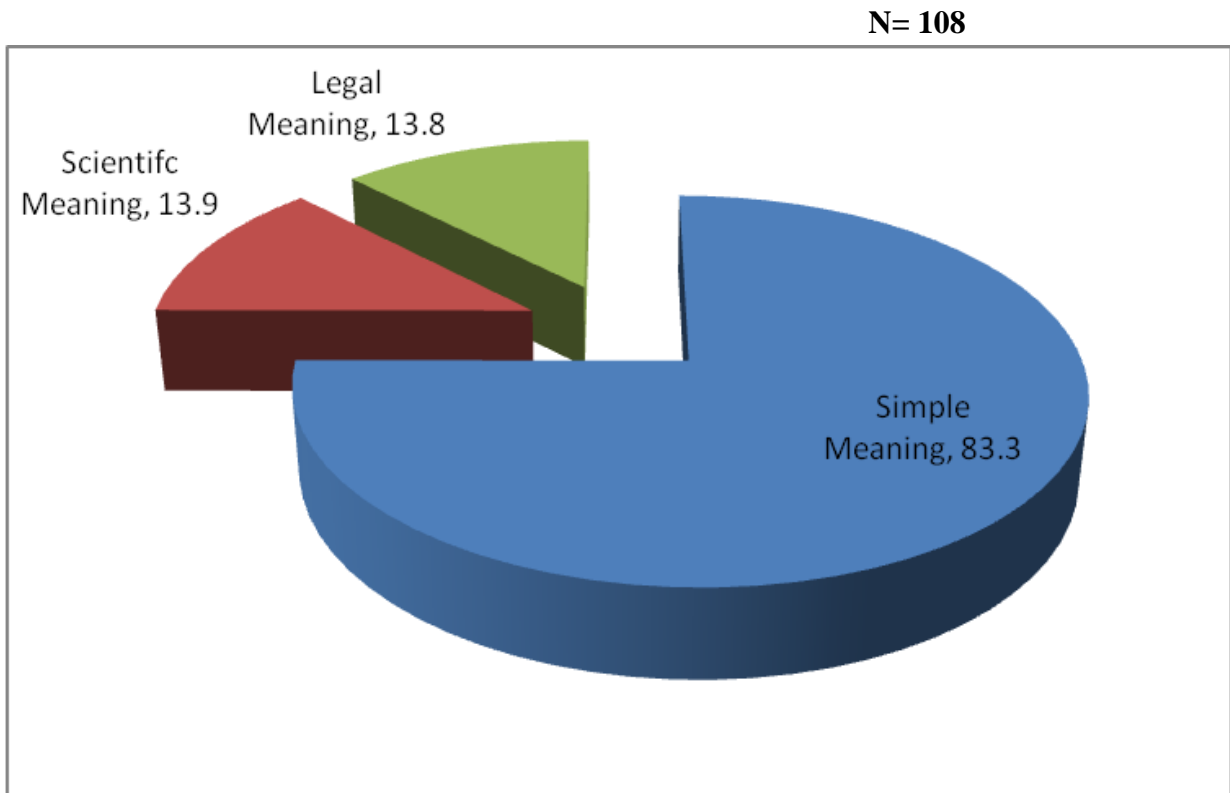


Figure 4.4: Use of language in reporting family planning issues

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Depth of Reporting

In Figure 4.5, the depth of reporting of the various issues from the newspapers, were measured on a 30 point scale. Articles with scores ≥ 21 , 16-20 and 0-15 on depth of reporting were classified as “adequate”, “moderate” and “inadequate” depth of reporting. The articles were adequate 53.3%, moderate 25.9 and 15.7% in terms of inadequate in reporting family planning issues in the newspapers.

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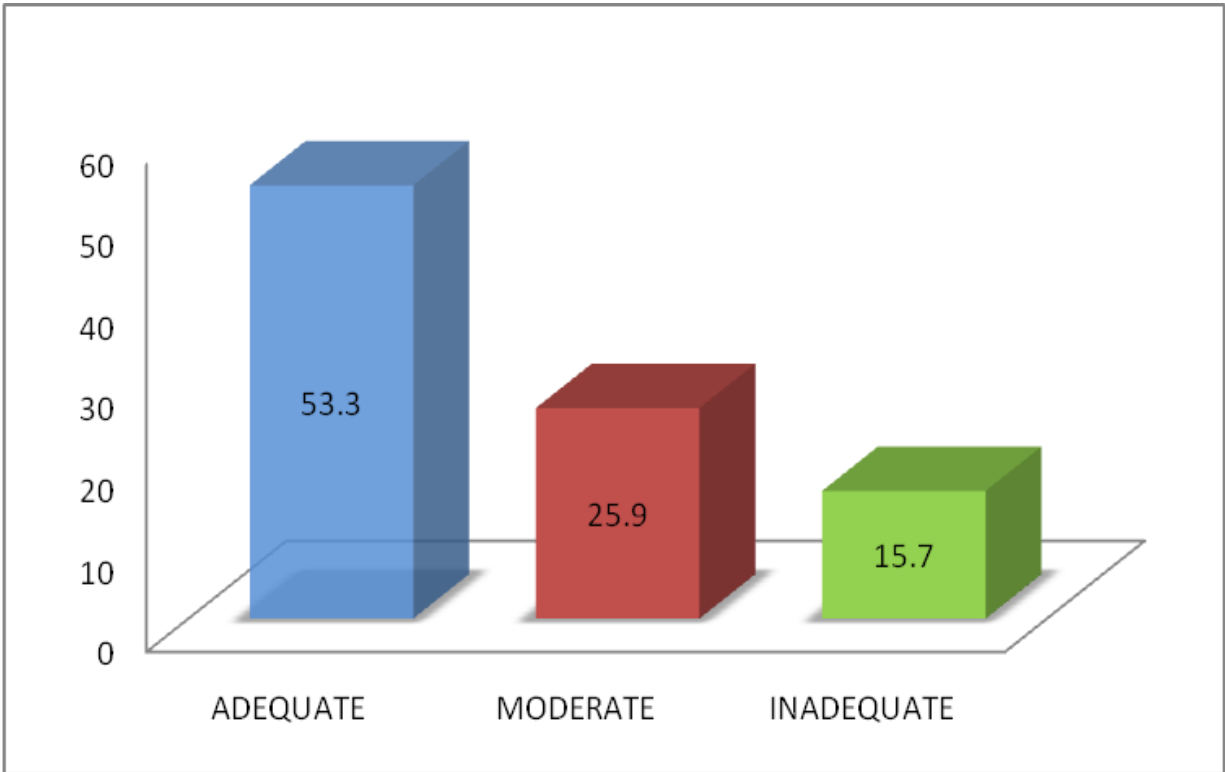


Figure 4.5: Depth of Reporting on Family planning issues.

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TEST OF HYPOTHESIS

Association between Name of Newspapers and Placement in the Newspapers

Table 4.1.1 shows that the Guardian and Tribune Newspapers only published or displayed articles on Family planning in the front pages of their newspapers. Vanguard had the highest publication on the inside page (27.4%), this was closely followed by Punch (24.5%) and Tribune (17.0%) respectively. However, there is no significant difference among the different newspapers on the placement of news in the selected newspapers ($p>0.05$).

Table 4.1.1: Association between Newspapers and placement in the newspapers (N=108)

Variables	Placement of news%		Df	P value
	Front page	Inside page		
Name of news paper				
Guardian	1 (50.0)	13 (12.3)	5	0.442
Punch	-	26(24.5)		
Sun	-	8(7.5)		
Vanguard	-	29(27.4)		
Tribune	1(50.0)	18(17.0)		
This Day	-	12(11.3)		

Association between Newspapers and Use of Pictures

Table 4.1.2 below indicated that Vanguard newspapers used more of personality pictures in portraying family planning information 26.3%, while ThisDay made no attempt to use pictures of contraceptives to convey messages on family planning but also tried to elaborate information on natural family planning, using pictures of family, 28.6%. There is no significant relationship between the different newspapers and the use of pictures ($p>0.05$).

Table 4.1.2: Association between newspapers and the use of pictures (N=108)

Name of News paper	Use of Pictures %								df	P value
	Use of Contra a pix	Without pix	Use of personality pix	Pix of calendar	Pix of family	cartoon	Pix of Rep.	Pix of Foetus		
Guardian	2(50)	9(12.5)	3(15.8)	–	–	–	–	–	35	0.079
Punch	2(50)	20(27.8)	3(15.8)	–	1(14.3)	–	–	–		
Sun	0(0)	3(4.2)	4(21.1)	–	1(14.3)	0(0)	0(0)	0(0)		
Vanguard	0(0)	21(29.2)	5(26.3)	1(33.3)	1(14.3)	0(0)	0(0)	1(100)		
Tribune	0(0)	12(16.7)	4(21.1)	0(0)	2(28.6)	0(0)	1(100)	0(0)		
This Day	0(0)	7(9.7)	0(0)	2(66.7)	2(28.6)	0(0)	1	0(0)		

Association between Newspapers and Sources of information

From Table 4.1.3, the highest source of information for the Guardian Newspapers was the columnist (28.6%). The Punch Newspapers got most of their information 35.5% from the news reporters, the Sun about 28.6% from Religious institution. The Vanguard and Tribune newspapers source of information was from the general public 35.7% and 28.6% respectively. ThisDay newspapers got most of their family planning issues from NGOs 28.6% and the news reporters 12.9%. There is no significant relationship between the newspapers and their sources of information ($p>0.05$).

Table 4.1.3: Association between newspapers and sources of information on family planning (N=108)

Name of news paper	Sources of Information %									Df	P value
	Reporter	Research	NGO	Medical practitioner	Columnist	Armed forces	Public	Policy maker	Religious institution		
Guardian	3(9.7)	3(27.3)	2(10.5)	0(0)	2(28.6)	0(0)	3(10.7)	0	1(14.3)		
Punch	11(35.5)	4(54.5)	6(21.1)	1(33.3)	0	1(100)	3(10.7)	0	0		
Sun	2(6.5)	0	1(5.3)	0	0	0	3(10.7)	0	2(28.6)		
Vanguard	9(29.0)	1(9.1)	6(31.6)	0	0	0	10(35.7)	0	3(42.9)	40	0.057
Tribune	2(6.5)	1(9.1)	2(10.5)	2(66.7)	3(42.9)	0	8(28.6)	1(100.0)	0		
This Day	4(12.9)	0	4(21.1)	0	2(28.6)	0	1(3.6)	0	1(14.3)		

Association between Newspapers and theme of information

Table 4.1.4 shows the association between the different newspapers and the theme of the information reported. The Punch Newspapers reported majorly on abortion and condoms 31.6% and 29.6% respectively. Vanguard and Tribune had about 21.1% issues respectively on abortion while Tribune and ThisDay had only 7.4% articles on condoms. There is no significant difference between the newspapers and the theme of information reported ($p>0.05$).

Table 4.1.4: Association between newspapers and theme of information (N=108)

Name of news paper	Theme of Information %								Df	P value
	Abortion	Contraceptives	Natural method	Sterilization	vasectomy	condoms	Breast feeding	General family planning		
Guardian	4(10.5)	3(27.3)	–	1(33.3)	0	4(14.8)	–	2(11.1)	35	0.0553
Punch	12(31.6)	2(18.2)	–	–	1(100.0)	8(29.6)	–	3(16.7)		
Sun	2(5.3)	0	–	–	–	4(14.8)	–	2(11.1)		
Vanguard	8(21.1)	4(36.6)	4(44.4)	–	–	7(25.9)	–	6(33.3)		
Tribune	8(21.1)	2(18.2)	2(22.2)	1(33.3)	–	2(7.4)	(100.0)	3(16.7)		
This Day	4(10.5)	–	3(33.3)	1(33.3)	–	2(7.4)	–	2(11.1)		

Association between Newspapers and demographic characteristics

From Table 4.1.5 below, most issues from all the newspapers referred to the general public. Vanguard led by 27.3% and this was followed closely followed by Punch newspapers 26.0%. The sun newspapers reported least on all demographic characteristics. There is no significant difference between the newspapers and the demographic characteristics referred to in the newspapers ($p>0.05$).

Table 4.1.5: Association between newspapers and Demographic characteristics (N=108).

Name of news paper	Demographic Characteristics %					Df	P value
	Women	Men	Policy makers	Religious leaders	General Public		
Guardian	–	1(50)	2(14.3)	1(100.0)	10(13.0)	20	0.0730
Punch	3(21.4)	1(50)	2(14.3)	–	20(26.0)		
Sun	1(7.1)	–	1(7.15)	–	6(7.8)		
Vanguard	5(35.7)	–	3(21.4)	–	21(27.3)		
Tribune	3(21.4)	–	3(21.4)	–	13(16.9)		
This Day	2(14.3)	–	3(21.4)	–	7(9.1)		

Association between Newspapers and use of Language

From Table 4.1.6, the newspapers used mostly the literary language to describe issues and convey information. However the literary/simple language was adopted mostly by Vanguard newspapers 27.8%, this was closely followed by Punch 24.4% and Tribune 16.7%. There was no significant difference between the newspapers and the language of the articles on family planning ($p>0.05$).

Table 4.1.6: Association between newspapers and use of language (N=108).

Name of Newspapers	Use of Language %			Df	P value
	Literary	Scientific Legal	Scientific medical		
Guardian	11(12.2)	–	3(20.0)	10	0.0843
Punch	22(24.4)	1(33.3)	3(20.0)		
Sun	8(8.9)	–	–		
Vanguard	25(27.8)	–	4(26.7)		
Tribune	15(16.7)	1(33.3)	3(20.0)		
This Day	9(10.0)	1(33.3)	2(13.3)		

Association between Newspapers and Use of Statistical Figures

Table 4.1.7 highlights the relationship between the newspapers and the use of statistical figures in portraying information on family planning. The Vanguard newspapers used the highest number of statistical figures to buttress facts in their issues, 32.0%. Punch newspapers followed suit with about 28.0%. Daily Sun used the least number 4.0% of figures in this regard. There was no significant relationship between the newspapers and the use of statistical figures ($p>0.05$).

Table 4.1.7: Association between newspapers and use of statistical figures (N=108)

Name of Newspapers	Use of Statistical figures %		Df	P value
	Yes	NO		
Guardian	7(14.0)	7(12.1)	5	0.290
Punch	14(28.0)	12(20.7)		
Sun	2(4.0)	6(10.3)		
Vanguard	16(32.0)	13(22.4)		
Tribune	5(10.0)	14(24.1)		
This Day	6(12.0)	6(10.3)		

Association between Newspapers and Geographical location

From Table 4.1.8, The Vanguard focused on Family Planning issues from the international setting. Also the Guardian and Punch newspapers issues e mostly focused on the international setting each 23.3% as well. Punch and Vanguard newspapers also focused mostly nationally each 29.0%, while Tribune focused more on the local scene by 40.0%. There was a significant relationship between the newspapers and the geographical setting of the information on family planning (0.001), d.f 20, (p<0.05).

Table 4.1.8: Association between newspapers and geographical location of information reported (N=108).

Name of Newspapers	Geographical setting %					Df	P value
	Local	State/Regional	National	International	None		
Guardian	1(4.0)	–	6(19.4)	7(23.3)	–	20	0.001
Punch	4(16.0)	3(25.0)	9(29.0)	7(23.3)	3(30.0)		
Sun	2(8.0)	4(33.3)	1(3.2)	–	1(10.0)		
Vanguard	8(32.0)	1(8.3)	9(29.0)	10(33.3)	1(10.0)		
Tribune	10(40.0)	3(25.0)	3(9.7)	1(3.3)	2(20.0)		
This Day	–	1(8.3)	3(9.7)	5(16.7)	3(30.3)		

Association between Newspapers and Type of Article

From the Table (4.1.9) below, the relationship between the newspapers and the type of article being reported were shown as news reporting having the highest contribution of information on family planning in the newspapers. Punch and Vanguard contributed 37.0% and 17.4% respectively from the news reporting angle, while the least were Tribune, ThisDay each 13.0% and Guardian (10.9%). Also Vanguard newspapers had the highest feature of family planning issues in the Feature Health column with 33.3%. There was no significant relationship between the newspapers and the different parts of the newspapers that featured articles on family planning ($p>0.05$).

Table 4.1.9: Association newspapers and type of articles (N=108)

Name of newspaper	Type of Article%											Df	P value
	Feature Health	Feature Law	News letter	Opinion	Car too n	News Reporting	Questions for Columnists	Sports column	News Interview of personality	Specialized feature article	Comment		
Guardian	2(7.4)	–	2(50.0)	2(50.0)	–	5(10.9)	–	–	1(20.0)	2(33.3)	–		
Punch	5(18.5)	–	1(25.0)	1(25.0)	–	17(37.0)	–	1(50)	–	1(16.7)	–	50	0.092
Sun	2(7.4)	–	–	–	–	4(8.7)	–	–	2(40.0)	–	–		
Vanguard	9(33.3)	1(100.0)	1(25.0)	1(25.0)	–	8(17.4)	5(45.5)	1(50.0)	–	2(33.3)	1(100.0)		
Tribune	4(14.8)	–	–	–	1(100.0)	6(13.0)	6(54.4)	–	2(40.0)	–	–		
This Day	5(18.5)	–	–	–	–	6(13.0)	–	–	–	1(16.7)	–		

Association between Name of Newspapers and Tone of the Information

Table 4.2.0 highlights the relationship between the tone of information and the newspapers. The punch new papers reported the highest number of negative tone in informing about family planning 26.9%. The vanguard had the highest number of issues with positive tones, 31.7% recorded amongst the selected newspapers. There was no significant difference between the newspapers and tone of information reported in the newspapers ($p>0.05$).

Table 4.2.0: Association between newspapers and tone of information (N=108)

Name of News paper	Tone of information Reported		Df	P value
	Positive	Negative		
Guardian	7(17.1%)	7(10.4%)	5	0.430
Punch	8(19.5%)	18(26.9%)		
Sun	4(9.8%)	4(6%)		
Vanguard	13(31.7%)	16(23.9%)		
Tribune	4(9.8%)	15(22.4%)		
This Day	5(12.2%)	7(10.4%)		

Association between newspapers and depth of information

From Table 4.2.1, the Vanguard showed the highest number of articles with adequate information on family planning by 31.7%, this was followed by Punch 25.4% and Guardian 14.3%. ThisDay newspapers also did not provide adequate information on about 5.9% of its articles. There is a significant difference between the newspapers and depth of information ($p < 0.05$).

Table 4.2.1: Association between newspapers and depth of information reported

Name of News papers	In depth Analysis			Df	P value
	Adequate	Moderately	Low In-depth		
Guardian	9(14.3%)	5(17.9%)	0	10	0.0240
Punch	16(25.4%)	8(28.6%)	2(11.8%)		
Sun	3(4.8%)	2(7.1%)	3(17.6%)		
Vanguard	20(31.7%)	4(14.3%)	5(29.4%)		
Tribune	7(11.1%)	6(21.4%)	6(35.3%)		
This Day	8(12.7%)	3(10.7%)	1(5.9%)		

Section 2: Results from Instrument B (Key Informant Interview)

Findings from Key Informant Interviews

All the Key Informants interviewed were within the age range of 29 to 46 years of age. They were all staff of the six Nigerian newspapers selected for the study. All the participants were either reporters, editors, line editors and health correspondents of the newspapers. They had minimum of Bachelors Degree certificate (B.Sc). Also, not all the interviewees were married, about 10 out of 24 (5 health Editors, 10 Correspondents, and 8 Reporters), had an average of one child. They had worked for a period between 2-23 years on Health reporting.

Several questions were asked on their understanding of Family Planning. All the interviews agreed with the definition of family planning and also related the critical role of the newspapers in informing people about the various aspects of their health. They also opined that family planning is critical to development and the role of the print media in promoting family planning:

All the interviews agreed with the definition of family planning and also related the critical role of the newspapers in informing people about the various aspects of their health. They also opined that family planning is critical to development and the role of the print media in promoting family planning in the following words:

“The newspaper serves as an avenue for message and information dissemination, the print media has the responsibility of informing people about where, how and what family planning services are available”.

The print media plays a key role in informing people about the benefits of family planning as a means of controlling the human population, so that development can be evenly distributed”.

There were no specific editorial polices that govern reporting on Family Planning in the newspapers, but only broad polices about the daily publications. They added that the average reader is health conscious, so needs to be well informed. The African picture on reproductive Health issues and concerns for the future informs the decision to educate people about their reproductive health. Maternal mortality is high in Nigeria, so the prints media sets an agenda for the government and creates awareness. The reproductive rights of the women in Nigeria

are abused, so the Sun Newspapers, creates awareness on these gaps to reduce the prevalence of maternal deaths

Also most posited that family planning news is mostly on the health column, which is featured only on Tuesday and depending on the weight of the news and the connectivity with other developmental issues hence they can be found on other pages. They all agreed that family planning information is featured any time stories are available.

“Information on family planning that is not in the health column can be found in the development page, features page, Citi strings (gossip column) and News column and editorial page”.

Information on family planning is gathered from special investigations, research documentation, inferences, and from both home and abroad, government agencies and on special days marking Family planning in Nigeria. Also experts both local and international, internet and can equally be a resource base for information on family planning. The availability of stories depends on what they write in their publications. The line editors decide what is published based on the importance of the story. All the reporters said that they had never received support on family planning, even though they have been invited for trainings and workshops previously by NGOs. Some also opined this:

“The information published in our newspapers most times is NGO driven, that is it depends also on what information the government or NGO has to disseminate.

All the newspaper reporters and editors agreed that they featured family planning polices in their news prints even though their reporting has never spurred up a major debate on family planning hence contributing to policy change or review. They also asked family planning programmes to buy space in their widely read newspapers for sustainable promotion of family planning in the prints media.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

This review has highlighted several important issues concerning reporting of family planning issues in the print media. Firstly, Family Planning reporting in the print media is not high, although knowledge among the reporters, correspondents and editors is averagely high in Nigeria.

5.1.1 Names of Newspapers

From the findings of this study, two newspapers, the Vanguard (26.1%) and the Punch 24.1% constitute the best print medium reporting Family Planning news crossing the 20% threshold of reporting. This can be due to the editorial policies of the newspapers or the bias of the chief editor for such articles.

Also finding from this study showed that The Guardian and ThisDay newspapers were rather conservative with information on family planning, appearing only 13.0% and 11.1% respectively while The Sun newspapers (23.65%) was next to Vanguard and Punch newspapers. Probably The Sun newspapers third position could be due to its belonging to the younger generation of newspapers and willingness to adopt innovation. The finding agrees with the result of the study conducted by Ifenkwe (2008) in which the newspaper was acclaimed to have exhibited consistent leadership in promoting activities in the health and population / family planning sub-sectors.

These findings further demonstrate that the different newspapers have varying preference for reporting family planning issues with those having “health columns” or are social news prints being more likely to publish information on family planning. This also calls for criticism on the journalists for highlighting political and business stories, which are widely believed, would sell newspapers more, at the expense of development oriented information like family planning.

5.1.2 Months of Publication

The finding from this study showed that the publication of Family Planning issues, peaked in January 16.7% and in July (8.3%). This could be due to beginning of the year information dissemination strategy to encourage families to adopt healthy lifestyles and options to plan adequately for the family, and the need to inform the general public to adopt a positive behaviour as new-year strategy. It would seem likely that the slight increase in reporting in July could be attributed to the World Population Day celebration, which witnessed an increase in promotion of Family Planning issues as a tool against population explosion within this month.

Activities of the world population day celebration period that deserve publicity include keynote addresses and goodwill messages, family planning community outreach, awareness/sensitization campaigns, and workshops on family planning methods. Also the November, September and December witnessed high level of reporting on Family planning issues. However no tangible reason could be deduced from the low level of reporting of Family Planning issues in the months of March, April and August and findings from previous studies in Nigeria were silent on this. Also the month of February witnessed a very low coverage of family planning issues even though it is acknowledged as the month when love is celebrated by all and sundry.

5.1.3 Theme of Family Planning reported

A key finding from this study is the high prevalence reporting of abortion (35.2%) out of eight themes of Family Planning in all newspaper with the Punch newspapers being the highest contributory newspaper (fig 4.1.4). The high reporting on abortion can be due to the controversy surrounding this practice especially on its legality or illegality and the mortality consequences. Abortions account for 20- 40% of maternal deaths in Nigeria and newspapers might be more likely to desire raising the attention of the government and the populace on this phenomenon. (Adetoun, 2011). Findings from this study confirm to previous research in Ghana on a content analysis of the most widely circulated Ghanaian newspaper since 1950 – the daily graphic on family planning, Abortion and HIV Ghanaian print media, showed that the newspaper reported mostly on Abortion than HIV and family planning methods

Another major finding was the report on condoms, with the Punch newspapers being the highest contributor of news. Focusing on condoms by most of the newspapers could be due to its use as a HIV and pregnancy prevention method, wide acceptance and patronage by all classes of people.

5.1.4 Depth of Reporting

The depth of reporting was measured on a 30 point scale. Articles with scores ≥ 21 , 16-20 and 0-15 on depth of reporting were classified as “adequate”, “moderate” and “inadequate” depth of reporting. Depth of reporting also helped to understand the full context of the information and also to determine when basic messages should have been included in the article. This however means that more than half of the articles (89.2%) had the technicality and provided the minimal depth of information on the different subject areas of family planning discussed. This was majorly because most of the articles were on clinical findings and provided robust explanation on the different components of family planning.

This finding is contrary to the research work on Sexuality in the media and emerging issues in Africa to determine the quality and quantity of focus. The print media analyzed, recorded low coverage, shallow analysis of sexuality issues and sometimes misinformation and disinformation (Eno & Serkinat 2006).

5.1.5 Use of pictures

The research also sought to find out the use of pictures in the family planning issues reported. More than half (66.7%) of the articles did not have any picture. Only about 3.7% had pictures of contraceptives, while 17.6% had pictures of personalities, who were discussing family planning issues. Also 2.8% articles had pictures of calendar on the natural family planning method of controlling fertility. Pictures of families also were used in about 6.5% of the articles, while use of cartoons, female reproductive system and the foetus each appeared in 0.9% in all the articles. This result also throws more light on the importance given to family planning issues in the print media. Previous studies were silent on this.

5.1.6 Sources of Information on Family Planning

Findings from the review showed that the reporters were taken as the highest source of information on Family planning. They contributed above one quarter of the articles on family planning. These health reporters or correspondents gather seasonal information on health and other related topics. This major contribution stemmed from the fact that they equally write articles in order to inform the public about potential benefits of some health issues and also warn about harmful products as the case may be. This was closely followed by contributions from the general public. These contributions were in the form of questions, and opinion about issues on family planning. The Vanguard derived major percentage 31.0% of their articles from news reporter, as well as the Punch newspaper 42.3%.

It was reassuring to find out that family planning programme and NGOs also played significant roles in reporting contraceptives or another family planning products and services to the public. Some of the family planning issues from the public asked provider questions, and needed direction on what specific family planning methods they could use. About 17.6 of articles were written to enlighten and educate about existing family planning projects and programmes. Vanguard and ThisDay got about 20.7% and 33.3% respectively of their articles from NGOs.

Also accounting for 10.2% of the entire articles of family planning issues were reported from research. These researches provided hard fact knowledge about modern contraceptives and emerging issues. They were either culled from the web or gotten from international journals. Medical practitioner (2.8%) also made relevant input on the family planning issues in the selected newspapers. The doctors provided hard fact information on contraceptives and abortion and the way forward for both. The majorities of the reports on this issue were informative and educative and some were derived from available studies.

Most of the articles were attributed to the general public (25.9%). Predominate in their contributions were questions on what family planning services would suit them best.

This review also highlights fact that Nigerian leaders are yet to show the needed political will to provide family planning programmes on a large scale in Nigeria thereby reducing fertility rate in order to meet its development objectives.

Indications emerged from the research that policy makers or government of Nigeria contributed only about 0.9% of articles in the print media. This finding contradicts the findings of Thompson et al, 2007, which showed that in the analysis of reporting of sexually transmissible infections in indigenous Australians in mainstream Australian newspapers paper, that two-thirds of articles analysed were prompted by either government or government-funded health authorities, and 73% contained only one viewpoint, raises concerns about reliance on a sole source of information and doubts about whether the views of the community are heard. The role of the government in informing and educating the general public on health issues, particularly family planning (0.9%) is faulted in this case.

Due to the prevailing political crisis and leadership challenges in the country, and high premium placed on business news, the newspapers are more skewed towards reporting political news and business information, thus giving less attention to family planning information. This however highlights the fact that the government is more involved in other matters to give considerable role to promoting family planning in the prints media. Bearing in mind the critical role policy maker's play in formulating policies, quality contributions will no doubt promote family planning across the genre.

The religious institutions (Catholic Church) also contributed articles (6.5%) and made their stance known on abortion and contraceptives. They tried to promote natural family planning in lieu of other scientific methods.

The newspapers unlike other media can get stories on family planning, from sources that are more deeply sourced and broader in scope. This finding also underscores the key role the journalists play in sourcing information on family planning.

5.1.7 Placement of Family Planning Issues in the Newspapers

There were considerably large number of articles on family planning, placed on the inside pages, about 98.1% of such and only a minimal of 1.9% was placed on the front pages. Issues making front page, were because of the grave concerns of population explosion and the implications on Nigerians growth and development. The placement of news was examined in relation to the newspapers indicate that Guardian and Tribune were the only newspapers that attempted to place family planning information on the front pages of their newspaper.

The position of any article in newspaper pages is a critical factor in determining the importance of the article to the owners of the media in terms of the readership targeted, that is, the number of readers it will attract and consequently the amount of revenue it will attract. (ARSRC, 2006). Some of the reporters from Tribune, Vanguard and ThisDay newspapers during the key informant interview indicated that their newspapers have special areas where health information is mostly placed.

A critical examination of the articles placed on the front page of the newspapers were majorly information on population explosion as a threat to Nigeria's continued existence and a current scientific report linking contraceptive to increased cancer risk. This then explains the exigency of the news and the reason for its placement. Bearing in mind the catchy positioning of news items on the front page, family planning news will no doubt enjoy good readership in the newspapers if they were placed on the front pages. The level of captive attention, to which information is placed on the newspapers, is a reflection of the importance given of the news item. Nigerian newspapers are more concerned with placing high profile news on politics and business on the front pages of their newspapers. The findings from this study also significantly showed that news paper organizations do not find family planning news to be on their topmost agenda to enjoy placement on the front pages.

5.1.8 Tone of Information

Findings from this study suggested that a number of articles had positive, neutral and negative tones. Over half (56.5%) of articles had positive tones, which spoke in favor or supported issues relating to family planning. 29.6% of articles also spoke negatively or critical on family planning, while 13.9% had neutral tones, neither supporting nor discouraging family planning

in the print media. This is in support of findings from Donna and Michelle 2008 on reporting on Social Marketing Issues - A News Media Analysis which showed that semantic orientation for the Family Planning category was generally found to be positive with the United Kingdom showing the highest semantic orientation (1.59%) and New Zealand and South Africa recording neutral levels (0.0%) of semantic orientation. The Vanguard newspaper promoted family planning in a rather progressive tone in about 44.8% of its articles, while the Punch which was very conservative and negated family planning, mostly abortion in 69.2% of its articles in the newspapers (fig.4.2.0). Of importance is that most of the family planning information with positive orientation, emanated from the news reporters and the Non-governmental organizations.

These findings underline the need for positive and more advantageous promotion of family planning in the newspapers, in view of its role in informing positive behaviour. What people read in the newspapers about family planning is an important predictor in promoting contraceptive uptake among the population (PRB, 2008).

5.2.1 Factors that promote frequent reporting

Editorial policies that govern reporting on Family Planning in the newspapers are nonexistent among the newspapers. The health editorial policies, requires that health news be allocated a minimum amount of space and time. All the journalists interviewed agreed that there are only broad policies about the daily publications and none specifically on family planning. This finding is consistent with the research by Eno & Serkinat 2006, that there is no editorial policy against the publication of S/SH/SR in Nigerian print media.

Of particular interest is that the editors to a large extent determine what is reported concerning health in the newspapers. This could be because from the hierarchy of positions in a news media, the editor ranks higher and his decisions are highly significant and overrides the judgment of other journalists. They equally added that family planning issues are mostly reported when there is a major event concerning family planning or when deemed fit by the newspaper editor.

Findings from the key informant interview showed that the journalists are not given any support to report issues on family planning. However they opined that most times NGO's invite them for programmes and trainings. Also the Key informant Interview highlighted that they only publish information on family planning, based on the availability of news or a new research finding.

The journalists added that they stumble on stories about new innovations from the internet and interview experts to balance the stories and provide more insight on the information sought after. They also added that they have not significantly contributed to any policy review issues on family planning that has defined the direction or charted a new course for family planning in Nigeria. They equally advocated for family planning programme implementers to buy spaces in their widely read newspaper to promote their services and products.

Implications of findings for Media Education

The findings of this study have revealed that the newspaper industry in Nigeria is threatened and it does not take much effort to notice this. The stockpile of unsold copies of newspapers and magazines in the circulation departments of print media houses is a clear indication of this problem. It looks like the golden days of the print media, when leading dailies like Daily Times sold as much as 500,000 copies per day, are gone.

In Nigeria, a newspaper or magazine will need to do 200,000 copies daily or per print run to survive, hence the rush for advert income. Other stakeholders blame the trouble on Nigeria's poor economy. "Not that people don't want to read the papers, but they can hardly afford three square meals in a day. So, how do you expect them to buy newspapers?" Nigerians are poor, with 71 per cent of the population living on less than one dollar a day and 92 per cent on less than two dollars a day – just about the price of two editions of Punch or ThisDay newspapers. Health education is concerned with reinforcing and changing knowledge, attitudes and behavior through effective communication of factual information (Green, Kreuter, Deeds & Patridge 1980). With the aim of helping people ensure an optimum well being. Health education can there bridge the gap between health information and non affordability of newspapers by the low income earners and rural poor, who cannot afford to buy daily widely circulated newspapers.

The implications of this work are that there is a clear need for effective measures to be implemented to bring newspaper reporting in line with current journalistic guidelines. These research findings should inform and stimulate the newspapers professionals to increasingly project population, family planning and development with special reference to family planning issues and concerns through various newspapers in the country.

5.2.2 Conclusion

This study was designed to explore the importance given to family planning issues in the six National Nigerian newspapers. The set of research questions were answered and this has brought to the fore pertinent issues bothering on Family planning reporting and understanding by the journalists, who are the key instruments in quality reporting in the prints media. This study has demonstrated that Nigerian newspapers hardly give attention to family planning issues. There is an unfavorable balance between the different components of family planning reported in the newspapers and in the reporting tone of the articles. Most commonly used methods of family planning like Abortion and condoms were strongly condemned. There was a robust source of information on family planning issues, and language use is simple.

The study also shows that family planning is reported in the newspapers though level of coverage is low; hence there is low patronage of family planning information by the print media. Findings in this confirm to previous research in Ghana on Family planning, Abortion & HIV in Ghanaian print media, showed that the news paper is preoccupied with non-reproductive health issues (Larr Amos, 2008). Issues relating to Family Planning must be promoted and adopted so that Nigeria can effectively curb the associated problems of population explosion.

The content analysis review also showed that the low patronage of family planning issues in the selected newspapers is a grave indication of the low investment on family planning in Nigeria, despite the many researches and findings that should facilitate policy review and action by the various stakeholders. This is because the quality reporting, prominence and robust contribution to family planning issues in the newspapers is a reflection of the political support, private sector involvement on family planning programmes in Nigeria.

5.2.3 Recommendations

1. Even though the news reporters contributed most of the articles on family planning, these articles were mainly public driven. In their usual and methodological ways of searching for news, the capacity of the journalists should be enhanced to perceive and define news, especially family planning news, because of its scale of value to the audience. It is equally important for family planning programmes to select newspapers that have more opportunity to publish health information and partner with such. The potential of the media to educate the general public is poorly utilized according to this research finding. Most of the Editors, Reporters and Correspondents were of the view that FP implementers should buy space for increase opportunity for featuring of their products and services. Family planning awareness opportunities has had and will continue to have influence on Nigerians contraceptive behaviour. The importance of intensifying these opportunities for creating awareness through the newspapers cannot be over emphasized.
3. A News paper media award should be put in place to encourage media professionals both within print and electronic media at all levels to acquire a more in-depth knowledge and understanding on current scenario of family planning programmes and to stimulate high standards of journalism. The Family Planning Award attempts to encourage greater media coverage on 'population, family planning and development' issues highlighting family planning programmes, total fertility rate (TFR), contraceptive choices and contraceptive prevalence rate (CPR), unmet needs, drop-out related issues, stock out of contraceptives, gender dimension of contraceptive use, male involvement in FP, maternal mortality, and early marriage and population issues. They are encouraged to use innovative research and communications strategies to pioneer solutions to problems linked to poor reporting of family planning issues in the print media.
4. Since Advertisements and commercials are one-shot attempts to sell products, Family planning programmes are enjoined to create occasional advertisements in the daily newspapers. The images have to attract and hold our attention because they reflect specific appeals.

5. It is strongly recommended that Family planning organizations can partner with news paper to design public specific messages on what, where, how and when family planning products and services can be assessed. Certain strategies can however be used to increase and improve condom use, the obstacles notwithstanding. First, awareness of condom use should be increased, and more intensive counseling on their proper use should be offered.
6. The study provided evidence that if an intervention programme was designed and implemented to inform and engage the journalists in family planning reporting, it would be successful. Consequently, there is a need to design an intervention programme which provides the journalists with reproductive health (family planning) information and training. This would ensure that the messages they report would be correct, informative and sustainable. Family planning programmes can train journalists extensively on current family planning methods for better reporting. Bearing in mind the role the newspapers play in contributing to the development of an egalitarian society, it is highly pertinent that they should be actively engaged to boost public interest and understanding of reproductive health issues through regular quality reporting of family planning issues with emphasis on why, where and how these services can be readily accessed. NGOs and the government should see the media as partners, and the role of the media incorporated journalists, to have them produce articles frequently on family planning in their newspapers.
7. Family planning implementers should build linkages, collaborate and also advocate for more space for family planning issues with print journalists for robust reporting. While also attempting to balance stories on family planning, the journalists and editors should take up strong advocacy positions and be on the side of family planning programmes in creating awareness. The information should be able to motivate communities and other stakeholders to take action on critical health issues. Implementing these findings will create measurable improvements in both the quality of the coverage as well as the overall volume in the number of publications on family planning.

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APPENDIX I

Serial No	Head lines	Date of Publication	Page Number	Placement of News (front page, middle or back page etc) or Other pages	Type of Article (1.Feature, column, news, letter to the editor) Other articles	Tone	With or Without pictures	Column centimetres measure (L and Width) Size in (Inches) (X2.5)	Sources of Information

SERIAL NUMBER	PURPOSE OF THE INFORMATION	TARGET AUDIENCE	GOAL OF THE ARTICLE	USE OF DICTION	LANGUAGE OF THE ARTICLE	USE OF STATISTICAL FIGURES	DEMOGRAPHIC FOCUS	LEVEL OF INDEPTH REPORTING

APPENDIX II

KEY INFORMANT GUIDE

A 12-MONTH ANALYSIS OF TYPES, SOURCES AND CONTENT OF FAMILY PLANNING ISSUES IN SELECTED NATIONAL NIGERIAN NEWSPAPERS

The purpose of this research is to study the document the importance given to Family Planning issues by newspapers (print Media) and factors responsible for the level of reporting in Nigeria. The researcher is UKOHA CHIDINMA EMMA, an MPH student from the University of Ibadan (UCH), faculty of public health, (Population and Reproductive Health Education) Department of Health Promotion and Education. This interview will only take a few minutes. Your objective views on all questions will be highly appreciated.

Reference Number -----

Name of Newspapers -----

Position

DEMOGRAPHY DATA



1. Age of Respondent in years -----
2. Marital Status -----
3. What is your educational qualification -----
4. No of children (Parity) -----
5. Number of years on the job/position-----
6. What do you understand by family planning?
7. Why do you think it is important to the print media?
8. What informs decisions concerning reporting of family planning articles in your news prints? Are there editorial polices in place, that informs reporting of family planning in your prints media?
9. Where do you place family planning stories in the News prints?
10. Why do you place them there?
11. Where do you gather information on Family Planning from?

12. Do you have health correspondents who gather information on Family Planning?
13. If yes, how do these correspondents decide on health issues to be featured? (Is it personal decisions, policy driven or NGO demanded?).
14. Have you had any support previously to aid reporting Family planning in your news prints?
15. If yes to 14, what form of support have you received?
16. To what extent do you feature family planning in your News prints? (Monthly, weekly, quarterly.)
17. Why do you feature in this manner?
18. What aspect of family Planning do you normally feature?
19. Why do you feature these?
20. Do you feature policy issues in your News prints? Has your reporting of family planning impacted on policy issues on family planning in Nigeria?
21. In what ways can more FP news be featured in the print media?

Thank You for your Response.

APPENDIX III

LETTER OF ETHICAL APPROVAL

 **INSTITUTE FOR ADVANCED MEDICAL RESEARCH AND TRAINING (IAMRAT)**
COLLEGE OF MEDICINE, UNIVERSITY OF IBADAN, IBADAN, NIGERIA.
E-mail: imratcomui@yahoo.com 

UI/UCH EC Registration Number: NHREC/05/01/2008a

NOTICE OF EXPEDITED REVIEW AND APPROVAL

Re: A 12 - Month Content Analysis of Family Planning Issues in Selected National Nigerian Newspapers

UI/UCH Ethics Committee assigned number: UI/EC/11/0234

Name of Principal Investigator: **Chidinma E. Ukoha**

Address of Principal Investigator: Department of Health Promotion & Education,
College of Medicine,
University of Ibadan, Ibadan



Date of receipt of valid application: 12/09/2011

Date of meeting when final determination on ethical approval was made: N/A

This is to inform you that the research described in the submitted protocol, the consent forms, and other participant information materials have been reviewed and given *expedited approval* by the *UI/UCH Ethics Committee*.

This approval dates from 18/10/2011 to 17/10/2012. If there is delay in starting the research, please inform the UI/UCH Ethics Committee so that the dates of approval can be adjusted accordingly. Note that no participant accrual or activity related to this research may be conducted outside of these dates. *All informed consent forms used in this study must carry the UI/UCH EC assigned number and duration of UI/UCH EC approval of the study.* It is expected that you submit your annual report as well as an annual request for the project renewal to the UI/UCH EC early in order to obtain renewal of your approval to avoid disruption of your research.

The National Code for Health Research Ethics requires you to comply with all institutional guidelines, rules and regulations and with the tenets of the Code including ensuring that all adverse events are reported promptly to the UI/UCH EC. No changes are permitted in the research without prior approval by the UI/UCH EC except in circumstances outlined in the Code. The UI/UCH EC reserves the right to conduct compliance visit to your research site without previous notification.

Prof. A. Ogunniyi
Director, IAMRAT
Chairman, UI/UCH Ethics Committee
E-mail: uiuchirc@yahoo.com

Research Units • Genetics & Bioethics • Malaria • Environmental Sciences • Epidemiology Research & Service
• Behavioural & Social Sciences • Pharmaceutical Sciences • Cancer Research & Services • HIV/AIDS